

ARLINGTON PUBLIC SCHOOLS
DEPARTMENT OF STUDENT SERVICES

MEMORANDUM

August 5, 2010

TO: PTA Student Directory Designees

FROM: Dr. Alvin L. Crawley, Assistant Superintendent

SUBJECT: Guidance Related to School Directories: Use of Advertisements and Technical Assistance

During the training of PTA officers on June 14, 2010, two questions were raised by participants. The first question was in reference to the inclusion of advertisements in the directory as a means of raising funds to support the costs associated with printing the document. The second was whether there is a central contact person if there are technical issues associated with the use of technology to develop the directory.

Student directories that are published through the use of Arlington Public Schools funds are subject to APS policy 30-3.2 that prohibits the distribution of materials by commercial organizations. Distribution by non-profits is allowed under certain restrictions. Directories that are produced by the PTA as part of its support to schools may contain advertisements. The selection of advertisements should reflect good judgment about the appropriateness of promoting certain products or businesses for a school community. It is also suggested that the directory with advertisements include the following disclaimer.

Advertising/Sponsor Disclaimer

The posting of advertisements in this directory does not constitute or imply an endorsement by Arlington Public Schools or the _____ PTA of the advertiser/sponsor. The content of all advertisements is that of the advertiser/sponsor alone and the _____ PTA does not assume responsibility for such content nor does it verify the accuracy of or exert editorial control over such content. The decision to act upon any advertising is that of the viewer and the _____ PTA shall not be responsible or liable, directly or indirectly, for any damage or loss caused by or associated in any way with such advertising or any action taken in connection therewith.

Advertisers should not receive a copy of the directory unless he or she has a child enrolled in the school.

In response to the second question, I have consulted with Department of Information Services staff regarding technical assistance. We are recommending that any technical issues related to the developing and maintaining the directory be brought to the principal's attention. The principal can contact Information Services for assistance if there is a need for technical expertise beyond school-based resources.

Thank you for your support of Arlington schools. Pleased do not hesitate to contact me should you have additional questions.

cc: Dale Proctor
Linda Erdos
Principals