

ADOPT A NEW POLICY ON COMMERCIAL ACTIVITY

THE CHIEF EXECUTIVE OFFICER RECOMMENDS THE FOLLOWING:

That the Board of Education of the City of Chicago (the "Board") adopt a new Policy on Commercial Activity.

PURPOSE:

The Board has a need to identify and develop alternative revenue sources and has determined that the Chicago Public Schools ("CPS") and its students would greatly benefit from the additional resources that can be generated by allowing certain commercial activity and advertisements to occur on or about the system's schools.

~~Therefore the Board seeks to establish and maintain commercial relationships with corporations~~

"Suitable commercial activity" is one that is consistent with the Board's fundamental mission and values as an educational institution.

II. SCOPE OF THE POLICY

This policy applies to commercial activity such as advertising through various media, including but not limited to broadcast, Internet, print, and billboard, naming rights, sponsorship of sports programs and other major CPS campaigns, programs and activities, marketing activities (including marketing through electronic media and the CPS Network), rights to use the CPS, Chicago Board of Education or individual

school name and logo and exclusive rights agreements between CPS and private entities. This policy

applies to all schools and Board programs and provides a framework for the time, place, manner, content

Board-owned or leased property and/or distributed to CPS students, their families or staff.

- b. Commercial Materials distributed, placed on or affixed to Board-owned or leased property, or distributed to CPS students, their families or staff must not:

4. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

drug use, sexual activity, illegal actions or other behaviors that violate Board policies or rules;

- (2) promote or encourage in any way discrimination and/or harassment on the basis of race, color, national origin, sex, gender, sexual orientation, age, religion, socioeconomic status or disability;
- (3) include disruptive, profane, libelous, obscene or inflammatory content and/or manner of presentation;
- (4) violate the privacy rights of students and their families or CPS

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

(5) include content that is religious in nature or promotes a particular religion;

(6) include content that promotes any particular political person, candidate or party.

(7) include content that promotes the sale of any product or service.

IV. PROCESS FOR APPROVAL OF COMMERCIAL ACTIVITY

- A. The Chief Executive Officer (CEO) retains the discretion to deny or approve any proposal for commercial activity based upon this policy.
- B. The CEO shall promulgate guidelines establishing specific procedures for the review, consideration and approval of proposals for commercial activity.
- C. The process for the review, consideration and approval of commercial activity may differ

depending upon the nature and scope of the commercial activity. All proposed commercial activity shall be classified as either:

- 1. district level commercial activity;
- 2. school based commercial activity;

- 3. combination district level and school based commercial activity.

At a minimum, the process shall include the submission of a letter of interest and/or proposal, review of the proposal by CPS officials, development of a written agreement setting forth the parameters for the commercial activity and where reasonable to do so, communication to any interested parents, community members and other interested parties.

V. EXCLUSIVITY

The Board may decide to give a corporation, business or private entity category exclusivity for a particular Board property, program, service or activity.

VI. THIRD PARTY COMMERCIAL ACTIVITY SOLICITATION

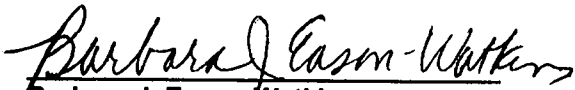
IX. OVERSIGHT AND MANAGEMENT OF COMMERCIAL ACTIVITY

The CEO or designee shall have the responsibility to oversee the Board's commercial activity with duties

including:

- A. Development of effective commercial relationships with corporations, businesses, associations and other private entities and completion of agreements with those entities that engage in commercial activity.
- B. Promotion of public awareness of the benefits commercial activity brings to CPS.
- C. Provision of assistance as needed to individual schools and departments in finding, initiating and engaging in appropriate commercial activity with private entities.
- D. Annual review of all CPS commercial activity and evaluation of the benefit provided to

Approved for Consideration:



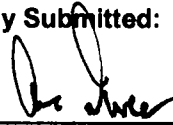
Barbara J. Eason-Watkins
Chief Education Officer

Noted:



John Maiorca
Chief Financial Officer

Respectfully Submitted:



Arne Duncan
Chief Executive Officer

Approved as to legal form 



Patrick J. Rocks
General Counsel