

ADVERTISING IN THE SCHOOLS

Neither the facilities, the name, the staff, nor the children of the schools, school system, nor any part thereof, shall be employed in any manner for advertising or otherwise promoting the interests of any commercial or other non-school agency or organization except that:

1. The school may cooperate in furthering the work of any nonprofit, community-wide social service agency, provided that such cooperation does not restrict or impair the educational program of the schools.
2. The schools may use educational materials bearing only simple mention of the producing or sponsoring firm.
3. The schools may participate in radio or television programs under acceptable commercial sponsorship when such participation is supplementary or beneficial to the program of the schools.
4. The Superintendent may, at his or her discretion, announce or authorize to be announced any lecture or other community activity of particular education merit.
5. The schools may, upon approval of the Superintendent, cooperate with any governmental agency in promoting activities in the general public interest that further student education.
6. School publications may accept and publish paid advertising under established procedures.

All advertising to be distributed through the schools must be approved at the Superintendent's Office.

Law Reference:

Appendix Reference:

Date Adopted: May 18, 1981

Revision Dates: February 8, 2005; October 6, 2009

Last Review Date: February 8, 2005; October 6, 2009