POLICY

2011 3272

Community Relations

SUBJECT: ADVERTISING IN THE SCHOOLS

Neither the facilities, staff, and school children shall be employed in any manner for advertising or otherwise promoting any commercial, political, or non-school agency, individual or organization while in the schools.

Canvassing, soliciting of funds or selling of any items by any outside entity shall not be permitted on the school premises. School personnel may not participate during school hours or on school grounds in the solicitation of orders, the distribution of advertising materials, or the collection of monies. The Superintendent of Schools is authorized to approve suggested vendors who meet District-prescribed standards (e.g., for photographs, rings or musical instruments) while allowing parents to make their own arrangements on any terms they wish, provided the separate arrangement does not involve the use of school personnel.

A commercial photographer who has the District's permission to take school photographs on school premises for a school purpose may advise students that prints may be purchased directly from the photographer. The solicitation of orders for and the sale of class rings on school premises is permissible provided that all prospective vendors are given full and equal opportunity to compete and students are fully involved in the promotion of sale of such rings.

The Superintendent has the authority to approve activities in cooperation with any individual organization in promoting activities of general public interest which promote the education or other best interests of the students. Exhibitions in schools of any books or articles or apparatus, or films or other educational material shall be adjudged on the basis of their actual educational values.

In the case of colleges, universities, armed service agencies, corporations, business and public service agencies, it is the policy of the District that access to schools shall be encouraged to bring career and occupational information to students. The Superintendent shall ensure that such activities are carefully monitored to restrict any commercial advertisement.

Contracts which purport to authorize private individuals or corporations to promote the sale of products and services through commercial advertisements aimed at public school students are expressly prohibited.

Nothing in this policy shall be construed to limit the authority of the Board of Education under law to authorize the broadcast of high school games and other events by radio and TV stations even though the broadcast is commercially sponsored.

Adopted: 6/15/11