FREE/ADVERTISING MATERIALS DISTRIBUTION IN SCHOOLS

The Superintendent or his designee is directed to develop administrative rules and regulations covering the use of the many print and non-print materials offered by numerous commercial organizations.

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 schools may use films or other educational materials bearing only simple mention of the organization sponsoring the film or the educational materials.

2. 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.

3. The Superintendent may, at his or her discretion, announce, or authorize to be announced, any lecture or other community activity of particular educational merit.

4. The schools may, upon approval of the Superintendent, cooperate with any governmental agency in promoting activities in the general public interest which are nonpartisan and noncontroversial and which promote the education or best interests of the pupils.

5. School publications may accept and publish paid advertising under established procedures.

6. All advertising under this policy is to be approved by the Building Principal. Appeals of such decisions may be made to the Executive Director of Elementary or Secondary Education, Executive Director of Curriculum and Instruction, the Superintendent, and the Board of Education - in that order.

Adopted: November 9, 1987

Revised: July 13, 1998