

ADVERTISING IN THE SCHOOLS

School facilities, staff, and school children shall not be utilized in the schools in any manner for advertising or otherwise promoting on school property any commercial, political, or non-school agency, individual, or organization, except as approved by the Superintendent of Schools.

The Superintendent is hereby granted the authority to approve activities, in cooperation with any individual or organizations, which are of general public interest and which promote the education or other best interests of the students. Exhibitions in schools of any books, articles, apparatus, films, or other educational material shall be judged on the basis of their actual educational values.

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 under law to authorize the broadcast of school games and other events by radio and TV stations even though the broadcast is commercially sponsored, or to authorize activities which are otherwise permissible under law.

Adoption: 11/7/1997

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