

CAMBRIAN SCHOOL DISTRICT

Board Policy

Policy 1325

Adopted: September 25, 2001

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COMMUNITY

Advertising in the Schools

- I. The pupils of any school shall not be used in any manner for advertising or otherwise promoting the interest of any commercial, political, or other non-school agency, individual or organization, except that,
 - A. The schools may cooperate in furthering the work of any non-profit communitywide social service agency or in promoting specific project of community associations when these projects serve the welfare of the community, provided that such cooperation does not restrict or impair the educational program of the schools.
 - B. The schools may use films or other educational materials relative to the organization, operation, or products of a commercial agency if the materials are supplementary or beneficial to the program of the schools and if the materials contain only simple mention of the producing firm.
 - C. The schools may participate in radio and television programs under acceptable commercial sponsorship when such participation is supplementary or beneficial to the schools, and when advertising by the sponsor is limited to institutional or goodwill advertising.
 - D. The schools may, upon approval of the Superintendent, cooperate with any governmental agency in promoting activities in the general public interest which are non-partisan and non-controversial, and which promote the education or other best interests of the pupils.
 - E. Agents or business representatives shall not be permitted to take any portion of the pupil's time during school hours.
- II. The distribution of materials to the pupils themselves or for them to take home shall be carefully supervised. All such distribution shall be approved by the Superintendent. An exception shall be parent-teacher organizations' materials that need be approved by the principal only.
 - A. The distribution of materials should be kept to a minimum.
 - B. The Superintendent may announce or authorize to be announced any lecture or other community activity of particular educational merit.

- C. Advertising material shall not be distributed in the classroom or about the school unless prior permission has been granted by the Superintendent.
- D. The posting and/or distribution of bulletins, circulars, or other publications not directly under the control of the school authorities shall not be permitted.
- E. Materials giving notices of shows, lectures, or exhibitions should not be posted in the school unless it is for the direct benefit of the children or staff in that school.