

## **Community Relations**

### **Fund Raising/Advertising and Promotion**

- I. The New London Board of Education (Board) recognizes that public schools should maintain careful controls on the way in which students are exposed to materials and announcements other than those directly related to school sponsored programs and activities. The Board has a clear responsibility to protect students and their families from exploitation by private, public, and religious interests.

There are situations, however, when judicious dissemination of information to students about community activities and sales of school related products is warranted. Each situation requires individual consideration and the judgment of the Superintendent of Schools or their designee must be the decisive factor.

It is the policy of the Board that except as otherwise approved by the Superintendent, the students, the staff, or the facilities of the New London Public Schools shall not be used to advertise or promote commercial, organizational, cultural, religious, or other non-school interests. The circumstances under which the Superintendent may make exceptions are defined below:

1. In the case of colleges, universities, armed services agencies, trade schools, and businesses, access to students in grades 9-12 for the purpose of providing them occupational information is encouraged if the approved activity is consistent with and/or adheres to policies and regulations.
2. Vendors on school premises for a school purpose—such as a commercial photographer taking class pictures—may advise students by means of a card, brochure, or other appropriate device.
3. High school games and other school events may be broadcast by radio and TV stations even though the broadcast is commercially sponsored.
4. Schools may use instructional aids furnished by private sources if the advertising content is reasonably understated and does not detract in any way from the educational value of the material provided.
5. Schools may cooperate, through announcements and distribution of program material, with a town agency or a non-profit organization that benefits students and their families if such cooperation will not interfere with the school program.
6. Building principals may allow limited advertising on extracurricular schedules and programs and develop commercial brochures to defray the cost of

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interscholastic sports. Advertisements may also be used to meet the costs of yearbooks.

7. Building principals may be allowed, through the Superintendent's Office, to accept advertising in their school building or on school grounds (i.e. on the football field or in the gymnasium) to help defray the cost of interscholastic sports.
8. Building principals may allow fund-raising and charity drives if such activities do not represent sectarian interests and do not interfere with the school program.
9. Public acknowledgement and recognition of contributions to the improvement of school programs and facilities is not only permissible but encouraged.
10. Schools may allow vending machines that display advertisements.
11. The Superintendent may allow additional exceptions for Adult Education programs where appropriate.

It is the responsibility of the Superintendent to refer to the Board all advertising issues not covered by one of the exceptions delineated above.

Under no circumstances may students or staff be employed under school auspices for house-to- house canvassing.

Under no circumstances may materials that advertise or promote products or activities that are illegal for minors to use, possess or participate in be disseminated in the New London Public Schools.

Disapproval of a request to the Superintendent may be appealed to the Board.

- II. Students must be protected from possible exploitation in advertising or promoting interests of any non-school agency or organization. Within that context:
  1. Schools may cooperate in furthering the work of any non-profit 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 films or other media materials which include commercial messages providing such materials can be justified on the basis of their educational values.

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3. The Superintendent may, at his/her discretion, announce or authorize to be announced, any lecture, play, film, or other community activity with educational value.
4. The schools may, upon approval of the Board of Education, cooperate with any agency in promoting activities in the general public interest, and which promote the education and the best interests of students.
5. No advertising material may be posted or distributed to students which, in the opinion of school authorities, would contribute to the personal gain of an individual, business, or company except as follows:
  - a. Educational material used by staff for educational purposes.
  - b. Samples, calendars, supply catalogs, etc., distributed to staff for examination, testing or review or routine classroom use.

**III. Where fund-raising activities or charity drives for third parties are authorized by the Board, the following conditions shall prevail:**

1. Announcements for distribution and notices for posting in the schools must first be submitted to the Superintendent of Schools or their designee for authorization.
2. Materials, when allowed, shall be made available to students only before the official opening and after the official close of the school day. They shall be made available in the office of the Principal or other designated area. The Principal may make general announcements to the effect that the materials are available.
3. Official school time will not be used for the purpose of planning or implementing fund-raising activities or charity drives.
4. The work of handling and accounting for the materials of fund-raising activities or charity drives will be the responsibility of the agency or group sponsoring the activity, not the responsibility of the school or staff.
5. All requests for fund-raising activities or charity drives must be renewed annually.

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NEW LONDON PUBLIC SCHOOLS  
New London, Connecticut