

COMMERCIAL INTEREST FOR SCHOOL PROGRAMS OR PRODUCT PRESENTATION

Live or filmed performances, programs, product presentations, or the solicitation of statistical data shall require the prior approval of the superintendent of schools if such requires the participation of students, a substantial number of staff members or school volunteers or the use of a school facility or district-owned equipment. The superintendent of schools shall obtain the prior approval of the Board of Education in those instances where the school superintendent deems the activity to be controversial or in those instances where unfair advantage may be gained by one or more competing local business firms.

This policy is not intended to prohibit the demonstration of legitimate commercial educational products, the sale of commercial goods by parent or student organizations for fund-raising purposes, nor to prevent access by employee groups to representatives of wage-related benefit plans. It is intended to prevent excessive use of school children in fund-raising activities, to protect the staff against an invasion of privacy by sales representatives, and the use of the school district name, reputation or property for development and exploitation by commercial interests.

The superintendent of schools shall make known to the various administrative staff members the laws of the State of New York and the regulations of the New York State Commissioner of Education as these apply to the prohibition of commercial interests in school district operations.

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