

## **KAIB: Advertising in the Schools**

The facilities, staff, or students of the schools shall not be employed in any manner for advertising or otherwise promoting the interests of any commercial, political, or other non-school agency, individual, or organization, except that:

1. The schools may allow groups to perform in commercial settings if the purpose is to promote the schools (as in observance of National Education Week) or if the experience will benefit the students educationally.
2. The Superintendent may announce or authorize to be announced, any lecture, community activity, or film of particular educational merit.
3. The schools may, upon approval by the Board, cooperate with any agency in promoting activities in the general public interest, and which promote the education of the student.
4. News media may broadcast athletic contests after securing permission from the principals of the schools.
5. Direct sales by vendors to students in school are prohibited (with the exception of fruit, food, and confection dispensers). School offices may, however provide, lists of vendors carrying certain items (e.g., physical education suits).
6. All announcements made to students concerning plays, athletic contests, programs, etc., should emanate from the principal's office.

Solicitation of sales or use of the name of the school system to promote any product shall not be permitted. However, 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.

This policy does not prevent advertising in student publications which are published by student organizations, subject to the administration's control, nor the use of commercially-sponsored free teaching aids if the content is approved by the administration, nor the acknowledgment of assistance or contribution in co-curricular programs.

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Cross Ref: Policy FGAA/GDA: Academic Co-Curricular Performances

**Divide County  
School District**

**POLICY ADOPTED: 09/14/2010  
POLICY REAFFIRMED:  
POLICY AMENDED:**