

ADVERTISING/PROMOTING THE SCHOOLS

The district's employees shall not use the name of the district or of a school, or their own official titles in the commercial promotion of any product, process or service normally associated with school operations.

1. The school 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 educational materials bearing only simple mention of the producing or sponsoring firm.
3. 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.
4. The administrator may, at his/her discretion, announce or authorize to be announced any lecture or other community activity of particular educational merit.
5. The schools may, upon approval of the administrator, cooperate with any governmental agency in promoting activities in the general public interest which are nonpartisan and noncontroversial and which promote the education or other best interests of the pupils.
6. School publications may accept and publish paid advertising under established procedure.
7. The school may allow the logo or similar business identification to be displayed in an unobtrusive manner if the school solicited business cooperation and support for school functions and interest.
8. When the administrative team feels that the educational gain outweighs any promotional purposes, approval may be given.
9. Promotion of profit organizations will be allowed if the instructional programs warrant the promotion of supplies or materials and the price of the item or materials is economically advantageous to the student.

Any advertisement unrelated to an educational program for direct personal gain of an individual or profit organization is not allowed.

Initial Adoption: 07/06/81

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Amended: 07/19/93