

## ADVERTISING IN THE SCHOOLS

The facilities, staff or children 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 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 of 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 appropriate permission.
5. Direct sales by vendors to students in school are prohibited. School offices may, however, provide lists of vendors carrying certain items.
6. All announcements made to students concerning plays, athletic contests, programs, etc., shall be approved by the administration.

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

This policy does not prevent:

- advertising in student publications which are published by student organizations, subject to administration control,
- the use of commercially-sponsored free teaching aids if the content is approved by the administration as being of actual educational value,
- the acknowledgement of assistance or contribution in co-curricular programs
- passive forms of advertising (i.e. advertising that allows students the option of opting-out) when approved by the Superintendent or designee. Any approved forms of passive advertising shall not be construed as an official endorsement by the District.