

Advertising

Neither the facilities, the name, the staff, nor the children of the schools, school system, or any part thereof, shall be employed in any manner of advertising or otherwise promoting the interests of any commercial agency or any organization of a political or partisan nature except that:

- a. The schools may cooperate in furthering the work of any non-profit community-wide social service agency, or in promoting specific projects of community associations when these projects serve the welfare of the community, provided that such cooperation does not restrict or impair the educational program of the schools.
- b. The schools may use films or other educational materials relative to the organization, operation, or products of a commercial firm if the materials are supplementary or beneficial to the program of the schools and if the materials contain only simple mention of the producing firm.
- c. The schools may participate in radio and television programs under acceptable commercial sponsorship when such participation is supplementary or beneficial to the program of the schools, and when advertising by the sponsor is limited to institutional or good will advertising, and they may cooperate with radio and television stations in reporting feature news on commercially sponsored programs which are devoted exclusively to news reporting, provided that such participation is approved by the superintendent.
- d. The superintendent may, at his discretion, announce or authorize to be announced any lecture or other community activity of particular educational merit.
- e. The schools may, upon approval of the superintendent, cooperate with any governmental agency in promoting activities in the general public interest which are not partisan and non-controversial, and which promote the education or other best interests of the pupils.

Advertising (continued)

- f. Schools or the board of education may accept paid advertising of acceptable character.
- g. School directories may be furnished to publishers of text- books of interest to teachers.

Adopted: 7/10/44
Revised: 7/1/48
9/8/52
2/21/55
6/22/64
9/22/75
5/10/82