

Community Relations

Advertising and Promotions

1325

Pupils must be protected from possible exploitation in advertising or promoting interests of any non-school agency or organizations. Within that context:

1. Schools 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. Schools may use films or other media materials which include commercial messages providing such materials can be justified on the basis of their educational value.
3. The Superintendent may announce or authorize to be announced, any lecture play, film or other community activity with educational value.
4. The schools may, upon approval of the Superintendent, cooperate with any agency in promoting activities in the general public interest, and which promote the education and the best interests of pupils.
5. No advertising material may be posted or distributed to students which, in the opinion of the Superintendent would contribute to the personal gain of an individual, business, or company except as follows:
 - a. educational material used by staff for educational purposes;
 - b. samples, calendars, supply catalogs, etc., distributed to staff for examination, testing or review or routine classroom use.