

ADVERTISING IN THE SCHOOLS

Neither the facilities, the name, the staff, nor the children of the schools, school system, nor any part thereof shall be employed in any manner for advertising or otherwise promoting the interests of any commercial or other non-school agency or organization except that:

1. The school may cooperate in furthering the work of any nonprofit, 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 Superintendent may, at his or her discretion, announce or authorize to be announced any lecture or other community activity or particular educational merit.
5. The schools may, upon approval of the Superintendent, 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 procedures.
7. Promotional literature may be distributed through the schools for educational and youth-oriented organizations approved by the School Board.
8. In specific instances, on application to, and with the explicit approval of the Board and Superintendent, a private enterprise that offers a program of intrinsic educational value to students may be granted limited authorization to distribute promotional materials through the schools

LONDONDERRY SCHOOL BOARD

Adopted: June 19, 1978

Amended: February 5, 1979