

ADVERTISING IN THE SCHOOLS

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

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 school.

The schools may use films or other educational materials bearing only simple mention of the producing or sponsoring firm.

The schools may participate in radio or television programs under acceptable commercial sponsorship when such participation is supplementary or beneficial to the educational programs of the schools or of a particular educational value. The superintendent may, at his/her discretion, announce or authorize to be announced any lecture or other community activity of particular educational merit.

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 non-controversial and which promote the education or other best interests of the pupils.

School district publications may accept and publish paid advertising only when approved for publication by the superintendent. Funds collected for advertising shall be deposited in the Mont Vernon School District general fund.

Promotional literature will not be distributed through the schools except for recognized educational and youth-oriented organizations.

Any request for the exception to this rule must be submitted in writing to the superintendent at least 30 days prior to the implementation of the requested activity. The superintendent will inform the school board of any approvals and pending requests.

FIRST READING: June 12, 2002

SECOND READING: August 5, 2002

APPROVED: August 5, 2002