

# POLICY

2022

Community Relations

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## ADVERTISING IN THE SCHOOLS

School facilities, staff, and school children shall not be employed in the schools in any manner for advertising or otherwise promoting on school property any commercial, political, or non-school agency, individual, or organization, except as approved by the Superintendent of Schools.

Canvassing, soliciting of funds or selling of any items by any outside agency shall not be permitted on the school premises. School personnel may not participate, during school hours or on school grounds, in the solicitation of orders, the distribution of advertising materials, or the collection of charges. The Superintendent is authorized to issue a list of suggested vendors to meet district-prescribed standards, e.g., for photographs or musical instruments, while allowing parents to make their own arrangements on any terms they wish, where the arrangement does not involve the use of school personnel.

A commercial photographer who is taking school photographs on school premises for a school purpose may advise students, by means of a card, brochure or other appropriate device, that copies may be purchased directly from the photographer. The solicitation of orders for and the sale of class rings on school premises is permissible if authorized by the Board of Education, if all prospective vendors are given full and equal opportunity to compete, and if students are fully involved in the promotion and sale of such rings.

The Superintendent is hereby granted the authority to approve activities, in cooperation with any individual or organizations, which are of general public interest and which promote the education or other best interests of the students. Exhibitions in schools of any books, articles, apparatus, films, or other educational material shall be judged on the basis of their actual educational values.

In the case of colleges, universities, armed service agencies, corporations, businesses and public service agencies, it is the policy of the Board that access to schools shall be encouraged to bring career and occupational information to students. The Superintendent shall ensure that such activities are carefully monitored to restrict any commercial advertisement.

Contracts which purport to authorize private individuals or corporations to promote the sale of products and services through commercial advertisements aimed at public school students are expressly prohibited.

Nothing in this policy shall be construed to limit the authority of the Board under law to authorize the broadcast of high school games and other events by radio and TV stations even though the broadcast is commercially sponsored.

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Cross-ref: 1500, Public Use of School Facilities  
1510, Public Sales on School Property

Ref: New York State Constitution Article 8 §1  
Education Law §414  
8 NYCRR Part 23  
Arts and Cultural Affairs Law §61.09  
*Matter of Gary Credit Corp.*, 26 EDR 414 (1987)  
*Matter of Gary Credit Corp.*, 25 EDR 385 (1986)  
*Matter of Taftegaard*, 25 EDR 238 (1986)  
*Matter of Taftegaard*, 23 EDR 405 (1984)  
*Matter of Hoyt*, 20 EDR 316 (1980)  
*Matter of Puls*, 17 EDR 324 (1978)  
*Matter of Gordon*, 14 EDR 358 (1975)

Adoption date: July 2003  
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