

COMMUNITY RELATIONS

SUBJECT: ADVERTISING IN THE SCHOOLS/COMMERCIAL SPONSORSHIP OF SCHOOL ACTIVITIES

It is the policy of the Board of Education to encourage the commercial sponsorship of school activities. Commercial sponsorship means underwriting or supporting an activity on school premises which has educational or vocational value to the students of the District, but does not directly promote the purchase of a particular product or service-or promotes a political agency or organization..

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.

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 of Schools is authorized to issue a list of suggested vendors who meet district-prescribed standards, for example, 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.

The solicitation of orders for and the sale of class rings on school premises is permissible, if all prospective vendors are given full and equal opportunity to compete, and students are fully involved in the promotion and sale of such rings.

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

In the case of colleges, universities, armed service agencies, corporations, business and public service agencies, it is the policy of the Board of Education 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.

Nothing in this policy shall be construed to limit the authority of the Board of Education, 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.

Ref: New York State Constitution Article 8 §1
Arts and Cultural Affairs Law §61.09
Education Law §414
8 NYCRR Part 23

Re-Adopted: January 9, 2013

Revised: December 13, 2017