

851 ADVERTISING IN THE SCHOOLS

Advertising materials that provide a community service may be distributed in district schools depending on the approval of the District Administrator or his/her designee. To be disseminated, such materials must comply with the guidelines in Policy 852 (Dissemination of Non-School Information).

All advertising appearing in school publications should be in good taste and cleared through the building principal as in the case of ads in the yearbook, programs, etc.

The use of school facilities to advertise businesses may be approved for school use by the District Administrator if the educational value or savings to the District taxpayers warrant such approval.

Only information related to school curriculum, instruction, school authorized activities and other general information relating to the mission of the district may be included on district web pages. District web pages may not be used to advertise, promote, sell tickets, or collect funds for any organizations, events or programs that are political, for-profit, non-profit, or involve direct advertising or selling without the approval of the District Administrator. Web pages may not be linked to entities whose primary purpose is commercial or political advertising.

No advertising for alcoholic beverages, tobacco or other harmful substances, may be accepted for any school or school publication. This does not prohibit advertising from establishments whose business is not primarily dependent upon the sale of alcohol or tobacco products (i.e. restaurants, bowling alleys, service stations, grocery stores).

Reviewed, revised, and approved by the Board of Education on April 21, 2008.