

ADVERTISING IN THE SCHOOLS

School facilities, staff, and school children shall not be employed in any manner for advertising or otherwise promoting any commercial, political, or non-school agency, individual or organization in the 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 from students. The Superintendent of Schools 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 Superintendent is authorized to allow the district, or a non-profit group on behalf of the district, to enter into any necessary agreement(s) allowing a commercial photographer to take school photographs on school premises consistent with the following provisions:

- There is a school purpose (i.e. yearbooks, student identification, etc),
- School personnel shall not participate in the collection of monies on behalf of the students,
- All prospective vendors are given an equal opportunity to compete,
- All students are involved in the process,
- Any multi-year contracts / agreements are subject to annual approval and ability to terminate, and
- No commissions or markups shall be charged; price negotiations shall be conducted solely in favor of the students.

The solicitation of orders for and the sale of class rings on school premises is permissible if authorized by the Board and 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 the 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.

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 of Education under law to authorize the broadcast of high school games and other events by the radio and TV Stations even though the broadcast is commercially sponsored.

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)

Effective Date: September 4, 2012