

POLICY

2011 3272

Community Relations

SUBJECT: ADVERTISING IN THE SCHOOLS

Neither the facilities, the staff, nor the students of the School District shall be employed in any manner for advertising or otherwise promoting the interests of any commercial, political, or other non-school agency, individual or organization, except that:

- a) Schools may cooperate in furthering the work of any non-profit, community-wide, social service agency, provided that such cooperation does not restrict or impair the educational program of the schools or conflict with the Rules of the Board of Regents Section 19.6;
- b) The schools may use films or other educational materials bearing mention of the producing firm for identification rather than commercial purposes;
- c) The Superintendent of Schools may, at his/her discretion, announce or authorize to be announced, any lecture or other community activity of particular educational merit;
- d) The schools may, upon approval of the Superintendent of Schools, cooperate with any agency in promoting activities in the general public interest that are non-partisan and non-controversial, and that promote the education and other best interests of the students.
- e) The District may permit commercial enterprises to make gifts which are recognized on school property. It is understood that the District shall at all times maintain control of District property. The Board of Education shall not enter into an agreement for more than one year unless successor Boards of Education are permitted to review the agreement annually and terminate at will.

No materials of a commercial nature shall be distributed through the children in attendance in the Vestal Central School District except as authorized by law or the Commissioner's Regulations.

New York State Constitution Article 8, Section 1
8 New York Code of Rules and Regulations (NYCRR) Section 19.6
Education Law Section 414
Former Policy #3261

Adopted 4/27/10
Amended 4/19/11