

POLICY

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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 Section 19.6 of the Rules of the Board of Regents;
- b) The schools may use films or other educational materials bearing only simple mention of the producing firm;
- 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.

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. Representatives of educational services, supplies and products shall be welcomed in the district as a means of keeping the staff abreast of the latest educational products and services available to schools. However, their activities must necessarily be controlled so as not to interrupt the schools or take undue time of the administrative staff.

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 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.

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COMMUNITY RELATIONS

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

Advertising in School Sponsored Publications

The following materials shall require the approval of the Principal prior to printing:

1. any school publication which contains a commercial advertisement. This includes, but is not limited to, school yearbooks and newspapers, programs for special events, and athletic schedules;
2. materials to be distributed by students or staff which contain commercial advertisements or sponsorship, regardless of whether such material is printed by the school district in an official capacity; and
3. materials to be distributed by students or staff which are sponsored or printed by a recognized non-profit organization or public agency.

New York State Constitution
Article 8, Section 1
8 New York Code of Rules and
Regulations (NYCRR) Section 19.6

Adopted: 1/27/97
Revised and Adopted: 3/14/19