



**Section:** *Pupils*  
**Title:** *Advertising in the Schools*  
**Adopted:** *3.21.73*  
**Revised:** *4.21.05*

### ***231.1 Advertising in the Schools***

***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 Colonial School District***

***Canvassing, soliciting of funds or selling and/or distribution of any items by an outside agency requires permission.***

***School personnel may not participate during or after-school hours or on school grounds in the solicitation of orders, distribution of advertising material or the collection of charges without permission of the Superintendent or designee.***

***The Superintendent of Schools is authorized to issue a list of suggested vendors to 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.***

***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 solicitation of orders for and the sale of class rings on school premises is permissible if authorized by the building administrator 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 of Schools is hereby granted the authority to approve activities in cooperation with any individual 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, articles, apparatus, films or other educational material shall be reviewed on the basis of their actual educational values by the appropriate school personnel.***

*In the case of colleges, universities, armed service agencies and public service agencies, it is the policy of the Colonial School Board 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 are purported to authorize private individuals or corporation to promote the sale of products and services through commercial advertisements aimed at public schools students are expressly prohibited.*

*The promotion of school district sponsored foreign trips for educational purposes require the exclusive approval of both the Superintendent and the School Board.*

*Nothing in this policy shall be construed to limit the authority of the Colonial School Board under law to authorize the broadcast of high school games and other events by radio, TV stations or via Internet, even though the broadcast is commercially sponsored.*

*School facilities may not be used for the promotion of any commercial interest, private or corporate gain other than by duly organized and recognized charities. This requirement shall be subject to the District's Facilities Use Policy and the requirements of law.*

*Section: Students*  
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