ADVERTISING IN THE SCHOOLS

Neither the facilities, the name, the staff, nor the children of the schools, shall be employed in any manner for advertising or otherwise promoting the interests of any commercial or other non-school agency or organization except that:

1. The school 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.

2. The schools may use films or other educational materials bearing only simple mention of the producing or sponsoring firm.

3. The schools may participate in radio or television programs under acceptable commercial sponsorship when such participation is supplementary or beneficial to the program of the schools.

4. The schools may, upon approval of the Superintendent, cooperate with any governmental agency in promoting activities in the general public interest which are non-partisan and non-controversial and which promote the education or other best interests of the students.

5. School publications may accept and publish paid advertising under established procedures.

The school board and employees will not endorse, sponsor, or assume responsibility for “foreign travel” packages. Notice of such opportunities may be posted upon approval of the building administrator, and teachers asked to serve as prospective chaperones and guides for in-kind gain may discuss the “package” after the hours of the regular school day.

Adopted 9/82
MATERIAL DISTRIBUTION TO STUDENTS

Except for notices of the school parent organization, the School District, and the Town of Salem Recreation programs, individual notices shall not be distributed to students without written approval of the Superintendent of Schools.

Organizations and clubs may have a notice read one time with daily announcements and have a poster placed in a corridor location approved by the principal. All such notices must be related to youth and they shall not advertise individual services or the sale of products.