

DARTMOUTH SCHOOL COMMITTEE POLICIES

File: KHB

ADVERTISING IN THE SCHOOLS

Neither the facilities, the name, the staff, nor the children of the schools, school system, nor any part thereof 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 nonprofit, community-wide social service agency, provided that such cooperation does not restrict or impair the educational program on the schools.
2. The schools may use films of other educational materials bearing only simple mention of the producing or sponsoring firm.
3. The schools may participate in supplementary or beneficial to the program of the schools.
4. The Superintendent may, at his/her discretion, announce or authorize to be announced any lecture or other community activity of particular educational merit.
5. 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 pupils.
6. School publications may accept and publish paid advertising/sponsorships under established guidelines.