



Book	Draft Policies from NYSSBA
Section	1000
Title	ADVERTISING AND SOLICITATION IN THE SCHOOLS
Code	1511
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() Required
 (X) Local
 () Notice

NOTE: We are offering this policy to combine and replace the board's current policies 3271 (Solicitation of Charitable Donations) and 3272 (Advertising in the Schools). This policy may provide clearer insight on the board's position on advertising in the schools. Please review for consideration.

School facilities, staff, and school children shall not be employed in the schools in any manner for advertising or otherwise promoting on school property any commercial, political, or non-school agency, individual, or organization, except as approved by the Superintendent of Schools.

Canvassing, soliciting of funds, or selling of any items by any outside agency shall not be permitted on the school premises. 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. The Superintendent is authorized to issue a list of suggested vendors to meet district-prescribed standards, e.g., 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 Board of Education if all prospective vendors are given full and equal opportunity to compete, and if students are fully involved in the promotion and sale of such rings. The Superintendent is hereby granted the authority to approve activities, in cooperation with any individual or organization, 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 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 purport to authorize private individuals or corporations to promote the sale of products and services through commercial advertisements aimed at public school students are expressly prohibited.

Solicitation of Funds from School Personnel

Soliciting of funds from school personnel by persons or organizations representing public or private organizations shall be prohibited. The Superintendent shall have the authority to make exceptions to this policy in cases where such solicitation is considered to be in the district's best interest. The Board shall be notified of these instances.

Distribution of information about worthwhile area charities may be made through the Office of the Superintendent of Schools as a service to school district personnel.

Nothing in this policy shall be construed to limit the authority of the Board 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.

Cross-ref:

5251, Student Fund Raising Activities

Ref:

New York State Constitution Article 8 1

Education Law 414

8 NYCRR Part 23

Arts and Cultural Affairs Law 61.09

Matter of Gary Credit Corp., 26 EDR 414 (1987)

Matter of Gary Credit Corp., 25 EDR 385 (1986)

Matter of Taftegaard, 25 EDR 238 (1986)

Matter of Taftegaard, 23 EDR 405 (1984)

Matter of Hoyt, 20 EDR 316 (1980)

Matter of Puls, 17 EDR 324 (1978)

Matter of Gordon, 14 EDR 358 (1975)

Adoption date: