

COMMUNITY RELATIONS **1000**

COMMUNICATIONS WITH THE PUBLIC 1100

ADVERTISING IN THE SCHOOLS 1102

The purpose of this policy is to limit advertising in the schools and the use of schools to distribute commercial and promotional material. The goal is that both the superintendent and the building principal approve all such material in advance of any use.

To advance this general policy, the following specific restrictions on the presence of advertising in the schools and use of schools to disseminate material are adopted.

Public school material and announcements made by the city may be distributed to parents through the school system with no advance approval required. Such announcements include, for example, notices of recycling programs, civic functions, and the like. All such announcements and/or material must be distributed in both English and Spanish. Political announcements may not be distributed through the school system.

Use of school property for advertising purposes is prohibited except when approved by the building principal and the School Committee. Such approval will only be granted when there is a demonstrated educational benefit derived from the use. An example would be a set of bulletin boards placed and maintained by a private company to present uplifting and educationally useful information. Space is reserved on those boards for advertisements and this is permissible if the building principal approved of each advertisement and retains the right to remove those that are not consonant with school policy. If there is any question about appropriateness of any such use of school property, the matter should be referred to the superintendent's office. The superintendent will refer to the School Committee any matters of major import.

Any distribution instigated by a private party shall be marked as such as to distinguish it from an official school department correspondence. All such materials must be presented through the superintendent's office and then to the building principal for approval.

there may be allocated special bulletin boards placed in schools on which public notices may be freely posted. space on these boards will be on a first come first served basis with priority granted to students in the school. others may post notices with the permission of the principal clearly marked on the notice. these notices are limited to job offers and information of interest to the school community at large such as club meetings and other public organizations. the school may charge a fee for the placement of any advertising on its property, but no such fee-generating ads will be placed without express

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approval of the school committee. This includes all use of school property including parking lots. no ads will be placed within or attached to school buildings with the exception of gymnasiums used for interscholastic sporting events. it is recognized that any advertisements used in conjunction with sporting events may be removed or covered when that event is not occurring.

If an outside company wishes to use students for an experiment such as piloting a television program, and wishes to solicit interested parties through the system, permission of each and every parent must be obtained, and permission must be granted by the School Committee for such a solicitation. Governmental surveys and educational inquiries (doctoral dissertations etc.) need superintendent's approval only.

Through each school's student handbook, parents are to be made aware that students may be photographed or have their pictures otherwise used by local newspapers, cable access television and/or other such media outlets. Parents will have the opportunity to deny access to their child's pictures for the aforementioned use.

Approved: 12/03/07

Reviewed: December 2016