

SUBJECT: ADVERTISING IN THE SCHOOLS

District facilities, staff, and students will not be used or employed in any manner for advertising or otherwise promoting the interests of any commercial, political, or other non-school agency, individual, or organization, except that:

- a) Schools may cooperate in furthering the work of any non-profit, community-wide, social service agency, provided that their cooperation does not restrict or impair the educational program of the schools or conflict with the Rules of the Board of Regents;
- b) The schools may use films or other educational materials bearing only simple mention of the producing firm;
- c) The Superintendent may, at his or her discretion, announce or authorize to be announced, any lecture or other community activity of particular educational merit;
- d) The schools may, upon approval of the Superintendent, cooperate with any agency in promoting activities in the general public interest that are non-partisan and non-controversial, and that promote the education and other best interests of the students.

Additionally, the District will refrain from any direct marketing of readily available and consumable products to students during the school day. Promotional products donated to the school district by for-profit businesses may be maintained by the Building Principal for the bona-fide purpose of discreetly supporting students who may be in material need (e.g., personal hygiene products).

No materials of a commercial nature will be distributed through District students except as authorized by law or the Commissioner's regulations.

New York State Constitution Article VIII, § 1
8 NYCRR § 19.6

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