

ADVERTISING IN THE SCHOOLS

~~In general, the Board disapproves of commercialism within the public schools. However, the Board recognizes and approves of the use of materials developed by commercial organizations when, in the judgment of the Superintendent, the educational value of the materials to be used far outweighs their commercialism, when the advertising is in good taste, and when the materials used are not available elsewhere at a reasonable cost.~~

~~In those schools in which objects of a commercial nature have been used, these objects shall be phased out and shall not be replaced with items promoting commercial interests. The School Board will consider paying for the replacement of necessary items. The purpose of this directive is to eliminate commercialism in the schools.~~

Individual schools may not endorse or imply endorsement of any product. All requests for endorsement should be directed to the Superintendent or his/her designee.

In order to solicit advertisements from merchants and business establishments for school media or publications, school organizations must secure approval from the principal. If there is a need for policy clarification, the principal shall consult with the Superintendent/designee.

Commercial establishments whose primary source of revenue is the sale of intoxicants or tobacco may not advertise in school media or publications.

Neither the facilities nor the staff, nor the students of any school may be used in any manner for advertising or otherwise promoting the interests of any commercial or other non-school organization.

Adopted: July 1, 1993

Legal Ref: Code of Virginia, 1950, as amended, § 22.1-78

Cross Refs: DJG, Vendor Relations

KQ, Commercial, Promotional, and Corporate Sponsorships and Partnerships