

ADVERTISING 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
Amended: February 14, 2013

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

Cross Refs: DJG, Vendor Relations
KQ, Commercial, Promotional, and Corporate Sponsorships and Partnerships