

Raymond School District Policy - KHB

ADVERTISING IN THE SCHOOLS

Unless approved by the School Board, the advertisement of items or announcement of activities by outside organizations in the schools or through the school children shall be limited to those items or activities that are school-sponsored or that are promoted by organizations that are civic, non-profit, and based in or serving Raymond. Said advertisements or announcements shall be limited only to those items or events that enhance and support the education of the school children, such as events sponsored by the Raymond Public Library, the Raymond Recreation Department, the Boy Scouts, and the Girl Scouts.

Neither the facilities, the name, the staff, nor the children of the schools, school system, not any part thereof shall be employed in any manner for advertising or otherwise promoting the interests of any commercial or other non-school agency or organization, except that:

1. The school may cooperate in furthering the work of any non-profit, community-wide social service agency, provided that such cooperation does not restrict or impair the educational programs of the schools.
2. The schools may use films or other educational materials bearing only simple mention of the producing or sponsoring firm.
3. The schools may participate in radio or television programs under acceptable commercial sponsorship when such participation is supplementary or beneficial to the programs of the schools.
4. The Superintendent may, at his/her discretion, announce or authorize to be announced any lecture or other community activity of particular educational merit.
5. The schools may, upon approval of the Superintendent, cooperate with any governmental agency in promoting activities in the general public interest that are nonpartisan and non-controversial, and that promote the education or other best interests of the pupils.
6. School publications may accept and publish paid advertising under established procedures.

Promotional literature will not be distributed through the schools except for recognized educational and youth-oriented organizations.

Adopted: October 18, 1990

R/R: 1/19/95

Revised: August 1, 2002