

ADVERTISING IN THE SCHOOLS POLICY

1.0 PURPOSE: The Barbour County Board of Education holds the belief that schools should be free of competitive advertising or any advertising that would distract from or interrupt the instructional day.

2.0 SCOPE:

- 2.1 Outside agents or any other persons shall not be allowed to exhibit or advertise their ware, product or activity in the classroom or any other part of the school;
- 2.2 Wares, products and activities include, but are not limited to all books or articles for sale or subscription; distributed circulars or handbills, cards or advertisements of any sort; commercialized lectures or address of any kind;
- 2.3 Exceptions to this policy may be granted by the Superintendent if, in the superintendent's opinion, the ware, product, activity is in the best interest of the students.
- 2.4 The schools may, upon approval of the Superintendent, cooperate with any agency in promoting activities in the general public interest which are non-partisan and non-controversial, and which promote the education or other best interests of the pupils.
- 2.5 Neither the facilities, the staff, or the children of the school shall be 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:
 - 2.5.1 The schools 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 program of the schools;
 - 2.5.2 The schools may use media or other educational materials bearing only simple mention of the producing firm.

Source: Board of Education Minutes
Adopted: 1974
Revised: 06/28/10