

NORTH BRANFORD BOARD OF EDUCATION

SERIES 4000: SCHOOL/COMMUNITY RELATIONS

P4110

ADVERTISING AND PROMOTION

Students must be protected from possible exploitation in advertising or promoting interests of any non-school agency or organization. Within that context:

1. Schools may cooperate in furthering the work of any non-profit community agency; provided that such cooperation does not restrict or impair the educational program of the schools.
2. Media materials which include commercial messages may be used in classroom instruction providing such materials can be justified on the basis of their educational values.
3. No advertising material may be posted on school property or distributed to students which, in the opinion of school authorities, will contribute to the pecuniary gain of an individual, business, or company. However, the Board of Education may permit such posting or distribution if it determines that such pecuniary gain is offset by financial and/or educational gains accruing to the school district.

Policy Adopted: 03/15/07