

SCHOOL-COMMUNITY RELATIONS

File: KJ-R

ADVERTISING IN SCHOOLS

1. Except as provided in Policy KQ and accompanying regulations, individual schools may not endorse or imply endorsement of any product without the approval of the Superintendent or designee.
2. The principal shall approve any solicitation of advertisements from merchants and business establishments for school publications, school organizations prior to the solicitation. The approval shall comply with Policy JP regarding publications.
3. The principal shall consult with the Superintendent if there is need for clarification regarding advertisements in the school
4. Commercial establishments whose primary source of revenue is the sale of intoxicants may not advertise in school publications.
5. 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.
6. The Superintendent may at his/her discretion authorize announcements for activities and programs that have educational or recreational value.

Soliciting Advertisements

1. All school sponsored organizations, other than school publications, must have approval from the Superintendent prior to soliciting advertisements from local merchants.
2. School sponsored organizations shall have approval of the principal prior to seeking approval from the Superintendent. If the request is denied by the principal, the organization seeking approval shall not request approval from the Superintendent and may not solicit advertisements.

Issued: August 17, 2009

Legal Reference: Code of Virginia, 1950, as amended, section 22.1-78.

Cross Reference: DJG, Vendor Relations
KQ Commercial Promotional, and Corporate Sponsorships,
And Partnership
Charlottesville City Public Schools