

SCHOOL-COMMUNITY RELATIONS

File: KJ

ADVERTISING IN SCHOOLS

Except as provided in Policy KQ, individual schools may not endorse or imply endorsement of any product without the approval of the Superintendent or superintendent's designee.

School organizations must secure approval from the principal before soliciting for advertisements for school publications. If there is need for policy clarification, the principal will consult with the superintendent.

Commercial establishments whose primary source of revenue is the sale of intoxicants may not advertise in school 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 nonschool organization. The superintendent may at his/her discretion authorize announcements for activities and programs that have educational or recreational value.

Soliciting Advertisements

All school sponsored organizations must have approval from the Superintendent prior to soliciting advertisements, other than for school publications, from local merchants. Frequency and amount shall be kept in mind when granting approval.

Adopted: August 6, 1998
Revised: January 8, 2004
Revised: February 21, 2008
Reviewed: June 25, 2013
Revised: June 26, 2014

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

Cross Reference: DJG Vendor Relations
JP Student Publications
KF Distribution of Information/Materials
KGA Sales and Solicitations in Schools
KQ Commercial Promotional, and Corporate Sponsorships,
And Partnerships