

# POLICY

**SUBJECT:** Advertising in the Schools

Neither the facilities, the staff, nor the students of the school district 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:

- a) 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 or conflict with Section 19.6 of the Rules of the Board of Regents.
- b) The schools may use films or other educational materials bearing only simple mention of the producing firm;
- c) The Superintendent of Schools may, at his/her discretion, announce or authorize to be announced, any lecture or other community activity of particular educational merit;
- d) The schools may, upon approval of the Superintendent of Schools, cooperate with any agency in promoting activities in the general public interest that are non-partisan and non-controversial, and that promote the education and other best interests of the students. Notice regarding activities sponsored by the school district, local government, PTG's, and non-profit organized youth sports leagues may be distributed to students provided the notices contain no commercial endorsement.

No materials of a commercial nature shall be distributed through the children in attendance in the Jamesville-DeWitt Central Schools except as authorized by law or the Commissioner's Regulations.

New York State Constitution  
Article 8, Section 1

Adopted: 08/07/95  
Revised: 02/06/06