

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 that enhance the education of students.
- e) When a publication (such as a yearbook or program at a school activity) has a school purpose, advertising in it may be permitted to help defray the cost of the publication and/or the activity. The primary purpose of the advertising is to support the school activity, with only an incidental benefit to a private party. Said publications will not be sent as direct marketing through students. The Superintendent of Schools, or his/her designee, will develop standards regarding acceptable advertisements.

No materials of a commercial nature shall be distributed through the children in attendance in the Cooperstown Central School District except as authorized by law, the Commissioner's Regulations, or this policy.

New York State Constitution Article 8, Section 1
8 New York Code of Rules and Regulations
(NYCRR) Section 19.6

Adopted: 11/16/05
Amended: 04/22/15