

OYSTER RIVER COOPERATIVE SCHOOL BOARD	Policy Code: KHB
Reviewed by Policy Committee: 1/29/14 Recode from KJ School Board First read: 4/2/ 2014 Back to Policy: 5/14/14 School Board Second Read/Adoption: June 4, 2014	Page 1 of 1

### ADVERTISING IN THE SCHOOLS

Neither the facilities, the name, the staff, nor the children of the Oyster River Cooperative School District schools, school system, not any part thereof shall be employed in any manner for advertising or otherwise promoting the interests of any commercial or other non-school agency or organization except that;

- The school may cooperate in furthering the work of any nonprofit, community-wide social service agency, provided that such cooperation does not restrict or impair the educational program of the schools.
- The school may use films or other educational materials bearing only simple mention of the producing or sponsoring firm.
- The school may participate in radio or television programs under acceptable commercial sponsorship when such participation is supplementary or beneficial to the program of the schools.
- The Superintendent may, at his/her discretion, announce or authorize to be announced any lecture or other community activity of particular educational merit.
- The school may, upon approval of the Superintendent, cooperate with any governmental agency in promoting activities in the general public interest which are nonpartisan and non-controversial and which promote the education or other best interests of the pupils.
- Will be implemented congruent with the district wellness and sustainability policy.
- The school may, upon approval of the Superintendent, accept financial or equipment resources in return for recognition of the donor at the athletic venue during that athletic season.
- The school may, upon approval of the superintendent or designee, accept financial or equipment resources in return for short-term or permanent recognition of the donor(s). Short-term recognition will be accepted by the principal or athletic director with superintendent approval, for a limited period of time during a District event. Any permanent recognition of a donor(s) will require School Board approval.
- No fundraising activities will be done without prior superintendent approval.
- School publications may accept and publish paid advertising under established procedures.
- Promotional literature will not be distributed through the schools except for recognized educational and youth-oriented organizations.

#### Cross Reference:

KCD – Gifts to the Schools  
AC – Non-Discrimination & Equal Opportunity  
JJE – Student Fund Raising Activities  
JLCF – Student Wellness