

VIGO COUNTY SCHOOL CORPORATION
TERRE HAUTE, INDIANA

File: **KJ**

ADVERTISING IN THE SCHOOLS

Neither the facilities, the name, the staff, nor the children of the schools, school system, nor any part thereof shall be employed in any manner for the primary purpose of advertising or promoting the interests of any commercial or other nonschool agency or organization except that:

1. 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.
2. The schools may use films or other educational materials bearing only simple mention of the producing or sponsoring firm.
3. The schools may participate in radio or television programs under acceptable commercial sponsorship when such participation is supplementary or beneficial to the program of the schools.
4. The Superintendent may, at his or her discretion, announce or authorize to be announced any lecture or other community activity of particular educational merit.
5. The schools may, upon approval of the Superintendent (or designee), cooperate with any governmental or social service agency in promoting activities in the general public interest which are nonpartisan and noncontroversial and which promote the education or other best interests of the pupils.
6. In schools, the displaying of posters to inform students of special events, rather than the distribution of fliers to each child, will be the accepted communication method.
7. School publications may accept and publish paid advertising under established procedures.
8. The school may permit other exceptions when, in the judgment of the Superintendent, students of the district will benefit. The Superintendent may, at his or her option, refer specific cases to the Board of decision.

Adoption Date: November 22, 1976; Revised: August 22, 1984; May 11, 1998

Legal Ref:

Cross Ref: