

## POLICY

### COMMUNITY RELATIONS

1013

#### DISTRIBUTION OF INFORMATION THROUGHOUT THE SCHOOLS

- I. The Board of Education of the Oneida City School District believes that the schools should avoid exploiting students, whether by advertising or otherwise promoting products or services, or securing participation in non-school related activities. The Board also recognizes that, pursuant to the New York State Constitution, it has no authority to permit the school premises to be used for commercial advertising. At the same time, the schools should inform and assist students to learn about programs, activities or information, which may be of help or service to them.
- II. Therefore, the Board of Education establishes this policy to govern the involvement of school facilities, staff and school children in the advertisement or promotion of any commercial, political or non-school agency, individual or organization in the schools which does not promote the educational or other best interests of students.
- III.
  - A. All requests by agencies, organizations, groups or individuals, including school organizations and employees, that the District post or otherwise disseminate curricular or non-curricular brochures, pamphlets, fliers or other documents shall be directed to the Building Principal at least two (2) weeks prior to the requested date of posting or circulation.
  - B. The Building Principal shall review such requests in accordance with the following:
    1. Information will not be distributed on behalf of any individual, organization or group for private gain;
    2. A worthy educational, civic or charitable purpose must be served, benefiting a substantial group in the community or promoting the educational or other best interests of students;
    3. Distribution of the brochure, pamphlet, flier or other document must not unreasonably interfere with the District's educational programs or activities.
  - C. The Building Principal may grant or deny the request; or refer any request to the Superintendent or Assistant Superintendent for approval or disapproval.
- IV. Exhibitions in the schools of any books, articles, apparatus, films or other educational materials shall be adjudged by the principles of this policy on the basis of their actual educational value(s).

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- V. Colleges, universities, armed service agencies, corporations, businesses and public service agencies shall be encouraged to bring career and occupational information to students. The Superintendent shall ensure that such activities are carefully monitored to restrict any commercial advertisement.
- VI. This policy shall not be construed as preventing a teacher from using instructional or informational materials, such as films, which bear only simple mention of the producing firm and which can be justified on the basis of their actual educational values.

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Oneida City School District

Legal Ref.: Article 8(I), New York State Constitution; Section 414, New York State Education Law

Adopted: 04/10/90

Reviewed: 07/08/03