

SPRINGFIELD PUBLIC SCHOOLS
Springfield, New Jersey 07081

POLICY: ADVERTISING AND PROMOTION

Pupils must be protected from possible exploitation in considering requests that they be used in advertising or promoting the interest of any non-school agency or organization. Within that context:

1. The 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.
2. The schools may use films or other educational materials bearing only simple mention of the producing firm and providing such materials can be justified on the basis of their actual educational values.
3. The Superintendent may, at his discretion, announce or authorize to be announced, any lecture, community activity, or film of particular educational merit.
4. The schools may, upon approval of the Board of Education, co-operate with any agency in promoting activities in the general public interest, and which promote the education or other best interests of the pupil.
5. No advertising material may be distributed to students which in the opinion of school authorities would contribute to the personal gain of an individual, business or company except as follows:
 - a. Educational materials used by staff for educational purposes
 - b. Samples, calendars, supply catalogs, etc., which may be distributed to staff for study, purchasing or routine classroom use, with administrative approval.

Legal References:

Cross References:

3327 Relations with Vendors

Adopted: March 16, 1987

Revised: August 28, 1989

Revised: June 30, 1997

Revised: August 20, 2007