

POLICY

SOMERSET COUNTY BOARD OF EDUCATION

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| Date Submitted: May 25, 1999 Date Reviewed: May 16, 2006 December 15, 2009 | Number: 200-11 |
| Subject: Advertising in the Schools | Date Approved: June 15, 1999 June 20, 2006 January 19, 2010 Effective Date: July 1, 1999 June 20, 2006 January 19, 2010 |

1. **PURPOSE**

To establish procedures for individual or external businesses or agencies advertising in the schools.

2. **PROCESS AND CRITERIA**

- A. Commercial products and/or services may be accepted for instructional purposes if the following criteria are met:
 - (1) There is a legitimate educational need for the materials and/or services, or a benefit to the education system will be realized.
 - (2) The promotion of commercial interests will not outweigh the benefits to the educational program
 - (3) Exclusive rights have not been given to any single vendor and an effort was made to provide an equal opportunity among competitors.
 - (4) Any profit accruing to a school as a result of such goods or services shall be applied to school activities that directly benefit students.
 - (5) Board employees will not promote any product or services.
 - (6) Site employees may seek the principal's permission to post information/fliers on a staff bulletin board regarding personal or charitable fund raisers. Email to employees of Somerset County Public Schools may not be used to solicit sales, donations or support.
- B. Approval is granted by the building principal.
- C. Use of commercial products or services and acceptance of advertising in school publications does not constitute an endorsement of those products or services by the school system.
- D. Schools may not accept any materials, including advertising in school programs or publications which advertise or promote drugs, alcohol, tobacco, or illegal activities.
- E. Schools may not accept products, services or advertisements that discriminate with respect to age, race, religion, color, national origin, disability or sex.
- F. Moderation should be exercised by students and staff in requesting support and/or advertising from local businesses.