

# POLICY

SOMERSET COUNTY  
BOARD OF EDUCATION

<b>Date Submitted:</b> May 25, 1999	<b>Number:</b> 200-11
<b>Date Reviewed:</b> May 16, 2006 December 15, 2009	
<b>Subject:</b> Advertising in the Schools	<b>Date Approved:</b> June 15, 1999 June 20, 2006 January 19, 2010 <b>Effective Date:</b> 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.