

File: KHB

ADVERTISING

Approval for all advertising must be obtained from the Superintendent or his/her designee. The Superintendent will inform the School Committee of any advertising by a private commercial business. Approval of advertisements does not constitute endorsement by the School Committee or the Sharon Public Schools of the products, programs, or services of any advertiser.

Advertisement of programs and products, or advertising messages that are in conflict with school programs or School Committee policy will not be permitted on school property or at school-sponsored events. Advertising will only be permitted on school property or at school-sponsored events as part of:

- a student fund-raising activity
- a student-sponsored publication
- a PTO, PTO, SSEPAC, FAME or Boosters fund-raising activity or publication, or any other organization recognized by the Superintendent as a school system support group or feeder to school programs
- the School District food service program, provided that no advertising shall be inconsistent with the nutrition guidelines of the district
- a school system-sponsored educational program that is partly or fully sponsored or financially underwritten by one or more commercial entities
- a charitable fund-raising activity performed by a group of students and coordinated by school staff
- a community service learning program
- a location, event or document deemed appropriate for advertising by the Superintendent or his/her designee.

If advertising materials, whether intended for students or their families, is to be distributed directly to students (e.g. sent home in student backpacks), the sponsoring organization is responsible for providing a sufficient quantity of such materials, must not place any additional work burden on School Department staff members, and must comply with all other School Committee policies.

Revised: March 26, 2014