

Dyer County Board of Education

Descriptor Term:

Advertising in the Schools

Descriptor Code:

KJ

Board Approved:

7/9/96

Rescinds:

Board Approved:

1 The facilities and staffs of the schools shall not be used in any manner during school hours to promote,
2 or advertise the interests of any commercial, political, or other non-school agency, individual or
3 organization, with the following exceptions:

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- 5 1. The schools may use films or other educational materials provided they are not
6 promotional material for the producing firm and such materials can be justified on the
7 basis of their actual educational values.
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 - 9 2. The director of schools may, at his discretion, announce or authorize to be announced, any
10 lecture, community activity, or film of particular educational merit.
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 - 12 3. The schools may, upon approval of the director of schools, cooperate with any agency in
13 promoting activities in the general public interest, and which promote the education or
14 other best interests of the pupil.
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 - 16 4. The schools will not participate in any civic, community, or charitable fund raising
17 activity with the exception of United Way. However, posters may be placed on the
18 student bulletin board announcing charitable activities conducted outside the school.
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