

DOVER SCHOOL DISTRICT	POLICY CODE: KHB
DATE OF ADOPTION: OCTOBER 7, 2013	PAGE 1 OF 1

ADVERTISING IN THE SCHOOLS

Neither the facilities, the name, the staff, nor the children of the schools shall be employed in any manner for advertising or otherwise promoting the interests of any commercial or other non-school agency or organization except that:

1. The school may cooperate in furthering the work of any nonprofit, community-wide social service agency, provided that such cooperation does not restrict or impair the educational program of the schools.
2. The schools may accept and use educational materials, supplies, and equipment which bear only simple mention of the producing or sponsoring business. In instances where the Superintendent questions the appropriateness of such acceptance or use, the materials, supplies, or equipment may be declined, or the matter may be referred to the School Board.
3. The schools may participate in radio or television programs under acceptable commercial sponsorship when such participation is supplementary or beneficial to the program of the schools.
4. The Superintendent may, at his/her discretion, announce or authorize to be announced, any lecture or other community activity of particular educational merit.
5. The schools may, upon approval of the Superintendent, cooperate with any governmental agency in promoting activities in the general public interest which are nonpartisan and non-controversial and which promote the education or other best interests of the pupils.
6. School publications may accept and publish paid advertising under established procedures.

The School District may enter into a contract to allow content and age appropriate fee based advertising in the schools with the prior written approval of the School Board. Such advertising shall be subject to the editorial control of the Superintendent.

Promotional literature will not be distributed through the schools except for recognized educational and youth-oriented organizations.

POSTING OF COMMUNITY NOTICES

1. Non-school notices may be posted on school bulletin boards if the following requirements are met:
 - a. Approval by the principal
 - b. Clearly state on notice that the function or activity is not a school-sponsored activity
 - c. The function or activity is directly of benefit to local youth
 - d. The notice does in no way include information or advertising of promotional nature which would benefit private enterprise
2. All notices regarding school-sponsored activities may be posted under the jurisdiction of the principal.