

ADVERTISING IN THE SCHOOLS

The display of advertising matter on bulletin boards, in the classrooms, and other places in school for the express purpose of advertising any product or service is prohibited. Notices concerning community projects generally recognized as suitable for school display may be approved by the principal. Materials which contain advertising and are found useful in the classroom may be used with discretion, when there is definite instructional value in their use.

Individual schools may not endorse or imply endorsement of any product. All requests for endorsement should be directed to the superintendent or superintendent's designee.

In order to solicit advertisements from merchants and business establishments for school publications, school organizations must secure approval from the principal. If there is need for policy clarification, the principal shall consult with the superintendent.

Commercial establishments whose source of revenue is the sale of intoxicants may not advertise in school publications.

Neither the facilities, nor the staff, nor the students of a school be used in any manner for advertising or otherwise promoting the interests of any commercial or other non-school organization.

The superintendent may at his/her discretion authorize announcements for activities and programs that have educational or recreational value.

ADOPTED: February 8, 1983

REVISED: November 11, 1986
July 1, 1991
March 13, 2007
October 8, 2013
June 10, 2014

LEGAL REFERENCE: Code of Virginia, 1950, as amended, § 22.1-78.

CROSS REFERENCES: DJG Vendor Relations
KF Distribution of Information/Materials
KQ Commercial, Promotional, and Corporate Sponsorships and Partnerships