

COMMUNITY RELATIONS

Policy 804.8-R (previously 1004.8-R)

Commercialism

No commercial agency may involve a school in promotion or sale of their particular product or service unless approved by a principal as being of overriding value to the students. Where there is doubt regarding the advisability and/or suitability of a joint venture with a commercial agency, the Principal will seek the guidance of the Area Superintendent.

Organizations that are permitted to publicize their activities in the schools are usually non-profit organizations that offer services or programs of educational value to students at the discretion of the principal.

Organizations that are not permitted to publicize their activities in schools are usually commercial profit-making organizations who link an educational activity to the advertising of their products or services.

No employee shall release the names of students or addresses to any commercial enterprise or individual for the purpose of promoting the sale of goods or services.