

School facilities, staff, and school children shall not be used in any manner for advertising or otherwise promoting any commercial, political, or non-school agency, individual or organization within the purview of the District.

Canvassing, soliciting of funds or selling of any items by any outside agency shall not be permitted on the school premises except for the first day of school when only staff attend. School personnel may not participate, during school hours, in the solicitation of orders, the distribution of advertising materials, or the collection of charges.

The Superintendent of Schools or his/her designee is authorized to issue a list of suggested vendors to meet District-prescribed standards, e.g., for photographs or musical instruments, while allowing parents to make their own arrangements on any terms they wish, where the arrangement does not involve the use of school personnel. A commercial photographer or District-approved newspaper photographer who is taking school photographs on school premises for a school purpose may advise students, by means of a card, brochure or other appropriate device, that copies may be purchased directly from the photographer. The solicitation of orders for and the sale of class rings on school premises is permissible.

The Superintendent is hereby granted the authority to approve activities in cooperation with any individual or organization in promoting activities of general public interest which promote the education or other best interests of the students. Exhibitions in schools of any books or articles or apparatus, or films or other educational material shall be adjudged on the basis of their actual educational values.

In the case of colleges, universities, armed service agencies, corporations, business and public service agencies, it is the policy of the Board of Education that access to schools shall be encouraged to bring career and occupational information to students. The Superintendent shall ensure that such activities are carefully monitored to restrict any commercial advertisement.

Contracts which purport to authorize private individuals or corporations to promote the sale of products and services through commercial advertisements aimed at public school students are expressly prohibited. Further, access to students and staff from one vendor without granting equal access for all such vendors is prohibited.

*Cross-ref:* 1500, Public Use of School Facilities

*Ref:* New York State Constitution Article VIII, §1  
Education Law § 414  
8 NYCRR Part 23  
8 NYCRR § 19.6  
Arts and Cultural Affairs Law §61.09  
*Appeal of Citizens for Responsible Fiscal & Education Policy*, 40 EDR 315 (2000)  
*Matter of Gary Credit Corp.*, 26 EDR 414 (1987)  
*Matter of Gary Credit Corp.*, 25 EDR 385 (1986)

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