

COMMUNITY RELATIONS

Advertising and Promotion: Partnerships/Relations between Public and Students

Partnerships with business, industry, and civic organizations can provide invaluable support to our schools. Because children are a special audience with less developed critical thinking skills and greater vulnerability with respect to advertising: a) the classroom must be viewed as a neutral learning environment free of product and service endorsements, whether actual or implied; and b) students must be protected from possible exploitation in considering requests that they be used in advertising or promoting the interest of any non-school agency or organization. Therefore, within this context:

1. The school may cooperate in furthering the work of non-profit community-wide social service agencies, provided that such cooperation does not restrict or impair the educational program of the schools.
2. The schools may use films or other education materials bearing only simple mention of the producing firm and providing such materials can be justified on the basis of their actual educational values.
3. The superintendent may announce, or authorize to be announced, any lecture, community activity or film of particular educational merit.
4. The schools may, upon approval of the superintendent, cooperate with any agency in promoting activities in the public interest and that promote the educational or other best interest of the student.
5. No advertising material may be distributed to students that, in the opinion of the school authorities, would contribute to the personal gain of an individual, business or company except as follows:
 - A. Educational material used by staff for educational purposes.
 - B. Samples, calendars, supply catalogs, etc., which may be distributed to staff for study, purchasing or routine classroom use, with administrative approval.
 - C. Other material used to support or enhance specific educational goals of an individual classroom or building as determined by the building principal.

Any deviation from the above requires approval of the superintendent of schools.

Reference: Michigan State Board of Education Policy: (9-11-90) Commercial Advertising in Instructional Programming

Policy

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