

ADVERTISING IN THE SCHOOLS

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.

School organizations must secure approval from the principal before soliciting advertisements for school publications. 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 any school may be employed 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: September 9, 1996

Revised: May 12, 2014

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Legal Ref.: Code of Virginia, 1950, as amended, § 22.1-78.

Cross Ref.: DJG Vendor Relations  
JP Student Publications  
KF Distribution of Information/Materials  
KGA Sales and Solicitations in Schools  
KQ Commercial, Promotional, and Corporate Sponsorships and Partnerships