

## Community Relations--REGULATION

### Advertising and Promotion

No advertising or materials used for propaganda or profit purposes shall be permitted in the school buildings or on school grounds or properties. Publications supported by public funds shall not contain any unauthorized advertising.

1. Solicitation of advertising or use of the school's programs or employees to promote the merit of any product by brand name or trademark shall not be permitted.
2. Permission to post notices and/or distribute materials for a specific school may be granted by that school's principal. Materials that will be distributed to more than one school require the specific approval of the Superintendent or his/her designee. If approval is granted, groups must provide adequate copies and follow the distribution formal provided by the Superintendent's Office. No group will be permitted to distribute approved notices or materials directly to the schools. Approved materials will be distributed to the school by the Superintendent's Office through the interoffice mail system. Only the following will be considered for approval by either the school principal or the Superintendent or his/her designee for distribution:
  - Notices or materials advertising events, programs or services provided by school affiliated groups (i.e., PTA, Booster Club, etc.)
  - Notices or materials advertising events, program or services provided by the Town (i.e., Brookfield Parks and Recreation Department, etc.)
  - Notices or materials advertising events, program or services provided by non-profit organization. If non-profit and for-profit organization are both involved, any monies received must go directly to the non-profit organization.
  - Notices or materials advertising events, program or services provide by service groups where all funds raised are donated back to the Brookfield Public Schools (i.e. Brookfield Rotary, etc.)
  - Acknowledgement of Sponsorship in the form of a banner, placard, or other item displaying identification of sponsor without promotional advertisement.

Notices or materials advertising events, programs or services provided by for-profit organization or that are in conflict with Brookfield Public School events or programs will not be approved for distribution.

3. The superintendent may, at his/her discretion, announce or authorize to be announced, any lecture or other community activity of particular educational merit.
4. The Board of Education recognizes the educational value to secondary school students of foreign travel and will cooperate with reputable firms to bring travel packages to the attention of students. The Board will not endorse, sponsor or assume responsibility for any particular travel advertising.

Teachers who are asked by travel agents to serve as prospective chaperones and guides for Brookfield students for financial or in-kind gain shall adhere to the same policies and rules of conduct as any teacher working within the school district.

5. Advertising needed to underwrite the cost of school publication (i.e., yearbooks, newspapers, literary magazines, etc) must be approved by the building principal or his/her designee.

6. This policy and regulation should not be construed as preventing a teacher from using instructional or informational materials for instructional materials even though the materials might include reference to a brand, a product or a service.
7. Other advertising that generates income for the district, either directly or indirectly, must be approved on a case-by-case basis by the Board or Superintendent. All such advertising shall be for a period of one year or less unless otherwise negotiated. The Board has the right to remove inappropriate or defaced advertising.

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BROOKFIELD PUBLIC SCHOOLS  
Brookfield, Connecticut