

## **ADVERTISING AND PROMOTION IN THE SCHOOLS**

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.

1. The schools may, upon approval of the District Administrator, cooperate with any agency in promoting activities which are in the general public interest and which promote the education or other best interests of the students.
2. The schools may use films, materials, and other free educational resources bearing only incidental advertisement and providing such materials can be justified on the basis of their actual educational merit.
3. Principals may, at their discretion, announce or authorize to be announced, any lecture, community activity, or film of particular educational merit.
4. Marketing materials, which provide incentives for achievement, may be distributed to students upon approval of District Administrator.
5. Use of bulletin boards remains the province of the principal and material posted is subject to the same guidelines as advertising and/or revenue enhancement.

Adopted: 1/22/01

School District #1, Sweetwater County, Wyoming