

Community Relations

Advertising and Promotion

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. Within that context:

1. The schools may cooperate in furthering the work of any non-profit community wide social service agency; provided that such cooperation does not restrict or impair the educational program of the schools.
2. The schools may use films or other educational 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, at his/her discretion, announce or authorize to be announced, any lecture, community activity, or film of particular educational merit.
4. The schools may, upon approval of the Board of Education, cooperate with any agency in promoting activities in the general public interest, and which promote the education or other best interests of students.
5. No advertising material may be posted or distributed to students which in the opinion of 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. School publications may accept and publish paid advertising of an acceptable nature upon approval of the Principal.
 - d. Gifts and/or grants received by the schools may be acknowledged or the school's gratitude expressed in newsletters, programs, or displays in building lobbies.

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WATERFORD PUBLIC SCHOOLS
Waterford, Connecticut