

Community Relations

Advertising and Promotion

The Board of Education has a responsibility to protect students from possible exploitation by private interests through exposure to advertising within the school environment. Because marketing and promotional materials are a pervasive element in our culture, it is not feasible to strictly prohibit the indirect or incidental advertisement of products and services to students and parents.

The resources of the New Milford Public Schools may not be used to advertise or promote goods or services to students if the primary purpose of such activity is to create commercial benefit for a non-school entity. For purposes of this policy and any accompanying administrative regulations, the resources of the New Milford Public Schools include but are not limited to the following:

1. Personal property and equipment owned or controlled by the District, including email and other electronic systems;
2. Real property dedicated to school purposes, including school buildings, athletic fields and facilities;
3. The work and activities of District staff when such work or activities are undertaken on behalf of the District, or at the direction of District personnel;
4. The intellectual property of the District including school names, logos, team names, mascots and related names and imagery.

Any advertising by the school, staff or affiliated organizations must be done in a thoughtful, careful and tasteful manner consistent with the educational goals of the District and in the best interests of the students. The Superintendent of Schools must approve any advertising by private interests in District facilities or on District property. The approval of such advertising does not imply that the Board endorses the product, services or item being advertised.

In addition, approval must be consistent with the educational interests of the students as well as the requirements of other Board policies. Any approval will state precisely where such advertising may be placed. Advertising by private interests will not be allowed outside the specific area approved by the Board of Education.

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The Superintendent of Schools shall develop and implement regulations regarding the appropriate use of advertising and promotion within the schools.

Legal Reference: Title IX of the Educational Amendments of 1972.

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NEW MILFORD PUBLIC SCHOOLS
New Milford, Connecticut