

Advertising in the Schools

School facilities and staff shall not be used to advertise or otherwise promote any commercial or political activity. School facilities and staff may be used to advertise or otherwise promote activities unrelated to school which are neither commercial nor political only in accordance with the terms of this Policy.

With the advance approval of the Superintendent of Schools or his/her designee, information concerning activities, events, programs, and other opportunities of interest to children, their families, and/or staff in the District community may be distributed to students in district schools, provided that the activity, event, program, or opportunity is conducted or sponsored by an agency of federal, state, or local government, or by a not-for-profit corporation, or by an unincorporated association not organized or operating for commercial gain.

The agency or organization seeking to distribute information to students in district schools must provide sufficient copies of the informational document; the District will not make copies for this purpose. The documents must clearly include a disclaimer (example – “Cobleskill-Richmondville Central School has been asked to distribute this flyer in an effort to make the community aware of this event. The District is not promoting or sponsoring this activity.”)

The Superintendent of Schools is directed to develop and implement guidelines for the submission, approval, and distribution of information in accordance with this policy.

Ref. C-R Policy 1222 – Relations with Booster Organizations

First review by the Board of Education – 6/13/05

Second review by the Board of Education – 6/23/05

ADOPTED BY THE BOARD OF EDUCATION – 6/23/05

REVIEWED AND RE-ADOPTED BY THE BOARD OF EDUCATION: 1/30/12

Procedural Guidelines

As permitted by Board of Education Policy #1511, information concerning activities, events, program, and other opportunities of interest to children, their families, and/or staff in the district community may be distributed to students in district schools, provided that the activity, event, program, or opportunity is conducted or sponsored by an agency of federal, state, or local government, or by a not-for-profit corporation, or by an unincorporated association not organized or operating for commercial gain.

The Superintendent of Schools or his/her designee must approve any distribution of material in accordance with Policy #1511. A request for approval to distribute materials must be submitted at least one (1) week in advance of the proposed distribution date and must include a copy of the flyer, brochure, or other document to be distributed, together with information concerning the agency or organization making the request (the attached form is to be used to provide this information). The documents must clearly include a disclaimer (example – *“Cobleskill-Richmondville Central School has been asked to distribute this flyer in an effort to make the community aware of this event. The District is not promoting or sponsoring this activity.”*) In the discretion of the Superintendent of Schools, submission of this form may be waived for an agency or organization which has previously been approved, in accordance with these guidelines, to distribute information to district students.

Upon approval, the agency or organization must provide the district at least three (3) days in advance of the proposed distribution date sufficient copies of the flyer, brochure, or other document, collated in amounts as directed by building administrator(s), and in accordance with instructions from the Superintendent’s office.

Cobleskill-Richmondville Central School
Policy #1511 – Advertising in the Schools - Request for Approval Form

Each document must clearly include a disclaimer (example – “*Cobleskill-Richmondville Central School has been asked to distribute this flyer in an effort to make the community aware of this event. The District is not promoting or sponsoring this activity.*”)

District policy with respect to distribution of information concerning non-school activities to district students, their families, and/or staff permits such distribution only by:

- An agency of federal, state, or local government;
- A not-for-profit corporation; or
- An unincorporated association not organized or operating for commercial gain.

The information must concern an activity, event, program or other opportunity of interest to children, their families, and/or staff in the district community.

The following information about your organization is needed to assist the Superintendent of Schools in determining whether your request to distribute information can be approved:

Name of Organization: _____

Mailing Address: _____ e-mail: _____

Contact Person: _____ Telephone /FAX Number: _____

To which building and grade level you would like this distributed? _____

Preferred date of distribution: _____

Please indicate type of Organization: _____

(ie, government agency; not-for-profit corporation; unincorporated association not organized or operated for commercial gain; business corporation or partnership; other form of not-for-profit enterprise)

The Superintendent of Schools may request additional information concerning the governance structure and/or mission of the organization. Such information is requested solely for the purpose of confirming that the organization is within the coverage of this Policy.

Please attach to this form one copy of the proposed announcement/flyer/brochure with the disclaimer. If participants or attendees will be (1) required to pay to participate or attend; (2) offered goods or services for purchase which are part of the event or program; or (3) asked to donate money or goods to your organization or some other entity, please explain what the money or goods so collected will be used for:

Please return to the C-R District Office at least one week prior to requested distribution date.

155 Washington Ave; Cobleskill, N.Y. 12043
(518) 234-4032 (phone) (518) 234-7721 (fax)

Approved _____ OR Disapproved _____

Please provide copies as follows:

- | | |
|--|---|
| <input type="checkbox"/> Ryder School (PreK-2) - 23 sets of 25 | <input type="checkbox"/> Radez School (3-5) – 20 sets of 25 |
| <input type="checkbox"/> Middle School (6-8) – 21 sets of 25 | <input type="checkbox"/> High School (9-12) – 36 sets of 25 |

Signature of Superintendent or designee _____ Date _____