

## **Community Relations**

### **Advertising and Promotion**

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 regulation, 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.

In carrying out Board Policy # 1325 – Advertising and Promotion the Superintendent or designee shall:

1. Cooperate through announcements and distribution of program material, with a town agency or recognized non-profit organizations that benefit students and their families when such cooperation will not interfere, restrict or impair the educational program of the schools.
2. The Superintendent may announce or authorize to be announced, any lecture, play, film, or other community activity with educational value and consistent with the curriculum.

The appropriate Principal or designee shall:

1. Permit participation, which participation shall be at the option of the individual schools, in essay, art, science and similar contests sponsored by outside interests when such activities parallel the curriculum and contribute to the educational program.
2. Accept limited advertising on extra-curricular activity schedules and programs at the discretion of the Principal of the school involved.

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3. Allow advertising for services in connection with class pictures, class rings and similar student activities approved by the appropriate administrator.

The Board recognizes that it is consistent with the intent of this regulation to allow the recognition of non-school entities in the following limited circumstances.

1. The Board may accept donations of goods or services which incorporate a recognition of the donating organization. The donating organization will obtain approval of the Superintendent with respect to the nature of the recognition prior to initiating the donation.
2. At extra-curricular or athletic events, the Superintendent may allow the use of vendor provided signage or paraphernalia directly related to the provisioning of goods and services, appropriate sponsor-provided signage or paraphernalia, or the inclusion of appropriate advertisements in programs related to the event.
3. The Board allows recognized PTO organizations to advertise and promote the activities sponsored by the PTO organizations. Any such communication shall clearly indicate that the activity is sponsored by the PTO.
4. Hours of operations and items to be sold in school stores are subject to approval of the Principal.

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

Regulation adopted: September 19, 2017  
Regulation revised: June 4, 2019  
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NEW MILFORD PUBLIC SCHOOLS  
New Milford, Connecticut