

CHAPTER 9.00 - SCHOOL-COMMUNITY RELATIONS AND INTERLOCAL AGREEMENTS

ADVERTISING IN SCHOOLS

9.40

Dale County School System facilities shall not be used for advertising or otherwise promoting the interests of any commercial, political, or other non-school agency or individual organization; nor shall Dale County Board of Education employees or students be employed in such a manner. Advertising on school buses shall be prohibited. The following are exceptions:

- I. School officials, with the Superintendent's approval, may cooperate with any governmental agency in promoting activities in the general public's interest or may cooperate in furthering the work of any non-profit community-wide social service agency, provided that such cooperation does not restrict or interfere with the educational program of the school and is non-partisan and non-controversial.
- II. A school may use film or other educational materials which contain advertising. The film or material shall be carefully evaluated by the school principal for classroom use to determine whether the film or material contains undesirable propaganda.
- III. The Superintendent may announce or authorize to be announced any lecture or community activity of particular educational merit.
- IV. Demonstrations of educational materials and equipment shall be permitted with the principal's approval.
- V. Schools may utilize athletic facilities for commercial advertising to support school programs. The principal shall maintain approval rights on the content and form of such advertising. Money collected from these commercial advertisements shall be deposited into the proper internal account.

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STATUTORY AUTHORITY:

**CODE OF ALABAMA
16-1-30**

LAW(S) IMPLEMENTED:

**CODE OF ALABAMA
16-8-8, 16-11-9, 16-12-3**

ALABAMA ADMINISTRATIVE PROCEDURE ACT:

§290-4-1-.01(3)(a)

HISTORY:

**ADOPTED: Dec 16, 2008
REVISION DATE(S): _____
FORMERLY: NEW**