

Community RelationsAdvertising and Promotion

Neither the facilities, the staff, nor the children of the school district shall be employed in any manner for advertising or otherwise promoting the interests of any commercial, political, or other non-school agency, individual, or organization, except that:

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, educational materials, or websites/technology bearing mention of the producing firm or sponsor, providing such materials can be justified on the basis of their actual educational values.
3. The schools may cooperate with any agency in promoting the activities in general public interest, and which promote the education or other best interest of students.
4. The superintendent of schools may cooperate in furthering the work of any non-profit, community-wide social service agency provided such cooperation does not infringe on school programs or diminish the amount of time devoted thereto.
5. The administration may, at its discretion, announce, or authorize to be announced, any lecture, community activity, or film which it feels has educational merit.
6. School representatives may, upon approval of the board of education, cooperate with any agency in promoting activities in the general public interest, and which promotes education/activities that is in the best interest of the students.
7. The administration may authorize advertising on district facilities for fundraising purposes only, or on vending machines authorized to raise money for educational purposes. No advertising may be in conflict with educational purposes.
8. The administration may approve the display or publication of lists, including commercial entities to acknowledge donations.

Legal Reference: Neb. Rev. Stat. 79-443
Neb. Rev. Stat. 79-1272

Board Authority for Supervision and Control
Teachers, Solicitation by Agents

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