

## ADVERTISING IN THE SCHOOLS

Individual schools may not endorse or imply endorsement of any product. All requests for endorsement should be directed to the superintendent or superintendent's designee.

School organizations must secure approval from the principal before soliciting advertisements for school publications. If there is need for policy clarification, the principal shall consult with the superintendent.

Commercial establishments whose primary source of revenue is the sale of intoxicants may not advertise in school publications.

Neither the facilities, nor the staff, nor the students of any school may be used in any manner for advertising or otherwise promoting the interests of any commercial or other non-school organization.

Adopted: August 14, 1996

Adopted: July 19, 2002

Adopted: April 23, 2008

Revised: April 30, 2014

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Legal Ref.: Code of Virginia, 1950, as amended, § 22.1-78.

Cross Refs.:	DJG	Vendor Relations
	JP	Student Publications
	KF	Distribution of Information/Materials
	KGA	Sales and Solicitations in Schools
	KQ	Commercial, Promotional, and Corporate Sponsorships and Partnerships