

ADVERTISING IN THE SCHOOLS

Individual schools may not endorse or imply endorsement of any product. All requests for endorsement must 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 consults with the superintendent.

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

Adopted: October 9, 2008
Revised: March 13, 2014
June 13, 2019

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