

MOUNT PLEASANT COTTAGE SCHOOL UNION FREE SCHOOL DISTRICT**SUBJECT: THE USE OF PRODUCTS, MATERIALS AND SERVICES PROVIDED BY
COMMERCIAL (FOR PROFIT) ORGANIZATIONS**

Commissioner's Regulations prohibit commercial promotional activity on school premises, including school buses. Commercial promotional activity is defined to mean any activity designed to induce the purchase of a particular product or service by students or to extol the benefits of such product or service to students for the purpose of making its purchase more attractive and is conveyed to students through such media as, but not limited to, television and radio.

The Board of Education shall not enter into any contracts or arrangements which permit commercial promotional activity on school premises or school buses, including any bus radio service that includes commercial promotional activity.

The use of products, materials and services provided by commercial (for profit) organizations is governed by the following:

- 1) The Superintendent or his/her designee shall establish a committee of representatives from the school staff, parents/guardians, community and, as appropriate, students to make recommendations regarding the appropriateness of the use or distribution of a commercial product, promotion, or service.
- 2) Participation in any approved programs does not constitute an endorsement by the District. Endorsement of a commercial product or service by the school system is prohibited.
- 3) Giveaways, coupons, donations, and other kinds of promotions which require purchasing a product are prohibited unless it is the intent of the District to use such promotion to support a specific educational objective.
- 4) School publications such as yearbooks, programs and newspapers may include paid advertising obtained under procedures authorized by the Superintendent or his/her designee.
- 5) Instructional time should not be used by students or staff for any promotions.
- 6) This regulation applies to schools and school-sponsored organizations. Parental organizations may sponsor promotions following the approval of the Superintendent or his/her designee.
- 7) Individual employees may not benefit either monetarily or with products or services provided from programs involving students.

(Continued)

Community Relations

**SUBJECT: THE USE OF PRODUCTS, MATERIALS AND SERVICES PROVIDED BY
COMMERCIAL (FOR PROFIT) ORGANIZATIONS (Cont'd.)**

- 8) Officers and employees of the District are bound by the District's Code of Ethics. This code under Section 806 of the General Municipal Law prohibits officers and employees from soliciting any gift or accepting any gift worth more than seventy-five dollars (\$75) under circumstances in which it could reasonably be inferred that the gift was intended to influence them or was intended as an award for official action.