

LINCOLN PUBLIC SCHOOLS
Lincoln, Massachusetts

ADVERTISING AND COMMERCIALISM

It is the spirit and intent of this policy to protect the educational environment from the undue influence of advertisers and commercial interests.

Lincoln Public School Activities:

School system publications shall not contain any advertising. Further, no advertising of commercial products or services will be allowed in or on school buildings, school grounds, school buses, or teaching materials without permission (except as noted below). The Superintendent, or his or her designee, *may* grant permission *to a school employee or commercial vendor* on an exception basis, when it is his or her judgment that the educational or health benefits far outweigh any commercial influences.

The School Committee will not permit solicitation of sales or use of the name of the school system to promote any product.

Activities of Parent, Teacher, and/or Student Organizations:

Parent organizations will make reasonable accommodations to adhere to the spirit and letter of the District's Advertising and Commercialism policy, in minimizing the amounts of commercial advertising from their various fundraising and other activities on school grounds.

Clothing and Personal Effects of Students, Teachers, and Administrators:

In recognition of the fact that contemporary clothing and personal effects frequently include logos or other brand images that could be considered advertising, these items, providing they are not disruptive to the educational process, are exempt from this policy.