

## **Community Relations**

### **Advertising and Promotion**

When considering a request that pupils be exposed to advertising or promotion of the interests of any non-school agency or organization, the administration shall consider the need to protect pupils from possible exploitation. In making a determination on any such request, the administration shall use the criteria set forth below to make a decision.

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 or other educational materials, provided such materials can be justified on the basis of their actual educational values.
3. The Superintendent may, at his/her discretion, announce or authorize to be announced any lecture, community activity or film of particular educational merit.
4. The schools may, upon approval of the Board of Education, cooperate with any public interest, interests of the upon approval of the Board of Education, cooperate with any agency in promoting activities in the general and which promote the education or other best interests of the pupil.

### **Distribution of Materials by Charitable Organizations**

Upon approval by the Superintendent, information from charitable and other community based organizations which could eventually result in voluntary student and/or parental activities, contributions, or memberships of benefit to the organization may be distributed through the schools. In these instances, the distribution of materials (flyers) would be the only involvement on behalf of the organization.

Policy  
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NORWICH PUBLIC SCHOOLS  
Norwich, Connecticut

Policy  
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