

ADVERTISING IN THE SCHOOLS

The Morehouse Parish School Board shall not permit commercial advertising in any buildings of the school district or on school grounds or properties unless specifically approved by the Superintendent.

Neither the facilities, the staff, nor the children of the schools shall be employed in any manner for advertising or otherwise promoting the interests of any commercial, political, or other non-school agency, individual or organization, except that:

1. the schools may cooperate in furthering the work of any administration approved non-profit community-wide social service agency; provided that such cooperation does not restrict or impair the educational program of the schools or conflict with the School Board's mission and vision.
2. the schools may use films or other educational materials bearing only simple mention of the producing firm and providing 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 receive, via educational telecommunications networks, educational and current event programs specifically designed for middle and high school students even though there may be some commercial advertisements associated therewith, provided that any such advertisements must be appropriate for and not inconsistent with the educational environment in which the programs are viewed, and provided further that such advertisements be previewed and approved by the principal of the school or his/her designee prior to being viewed by students.
5. the schools may, upon approval of the School Board, cooperate with any agency in promoting activities in the general public interest, and which promote the education or other best interests of the pupil.

Nothing herein shall be construed to prevent the solicitation of paid advertisements in student publications which are published by student organizations and/or in programs or publications sponsored by PTA, booster clubs or other parent groups, and/or on athletic fields of the schools, at athletic events, or on school grounds in conjunction with fundraising activities. Prior to authorizing any advertisements on school property, the principal shall present the proposal advertisement to the Superintendent for review and approval.

Solicitation of advertising or use of the School Board or school district to promote the

merit of or sale of any product by brand name or trademark shall not be permitted unless specifically approved by the School Board.

Approved: June 3, 2025.

Ref: La. Rev. Stat. Ann. §§17:81, 51:224; Board minutes, 6-3-25.