

NEW YORK CODES, RULES AND REGULATIONS

TITLE 8. EDUCATION DEPARTMENT

CHAPTER I. RULES OF THE BOARD OF REGENTS

PART 23. COMMERCIALISM IN PUBLIC SCHOOLS

8 NYCRR § 23.1 (2002)

@ 23.1_ Definitions

___As used in this Part: (a) Board of education shall mean the governing body, by whatever name known, of a union free school district, central school district, central high school district, city school district or community school district; or a board of cooperative educational services or a vocational education and extension board.

(b) Commercial promotional activity shall 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, that is conveyed to students electronically through such media as, but not limited to, television and radio.

(c) Commercial sponsorship shall mean the sponsorship or the underwriting of an activity on school premises which does not involve the commercial promotion of a particular product or service.

(d) School premises shall mean any real property, school vehicle or facility under the control of a local board of education where access to school children may be had by virtue of their attendance at school, including but not limited to school buildings, school buses and school grounds.

Statutory authority: Education Law, §§ 101, 207, 414

HISTORY:

Added 23.1 on 1/11/63; repealed 23.1 on 8/02/77; added 23.1 on 4/06/90.

@ 23.2_ Prohibition of commercial promotional activity in the public schools

___Boards of education or their agents shall not enter into written or oral contracts, agreements or arrangements for which the consideration, in whole or in part, consists of a promise to permit commercial promotional activity on school premises, provided that nothing in this Part shall be construed as prohibiting commercial sponsorship of school activities.

Statutory authority: Education Law, §§ 101, 207, 414

HISTORY:

Added 23.2 on 4/06/90.