

BOARD POLICY: ADVERTISING AND DISTRIBUTING MATERIALS OR LITERATURE IN SCHOOLS/ON SCHOOL GROUNDS PROVIDED BY NON-SCHOOL RELATED ENTITIES

Section A - Advertising and Distributing Materials or Literature in Schools or on School Grounds Provided by Non-School Related Individuals or Entities

District 225 has not established an open forum for the distribution of advertising, material or literature by non-school related individuals or entities. No advertising, communication, material or literature shall be posted or distributed by, or on behalf of, a non-school related individual, group, company or community-based organization that would: (1) disrupt the educational process, (2) violate the rights or invade the privacy of others, (3) infringe on a trademark or copyright, (4) be defamatory, obscene, vulgar, discriminatory, or indecent, or (5) advance or oppose religion or related interests except as set forth in Section D below; (6) advance or oppose a political agenda, interest or candidate except as set forth in Section D below, or (7) would be inappropriate in the school environment. In all respects, it is the intent of the Board of Education that the content of any advertising, communication, material or literature distributed by non-school related individuals or entities be limited and in accordance with this Policy and its implementing Procedures, be neither controversial nor disruptive, and be appropriate to the mission of the District and the District's pedagogical concerns.

Section B – Community, Educational, Charitable, or Recreational Organizations

Also subject to Section A, community, educational, charitable, recreational, or similar not-for-profit groups may, under procedures established by the District, advertise events pertinent to students' interests or involvement. This may include displaying posters in areas reserved for community posters, having flyers distributed to students, or being included in the school's or District's website where appropriate. All material, communication and literature must be student-oriented, must be sponsored by a school-affiliated club, organization, or school department.

Section C - Commercial Companies

1. Commercial companies may purchase space for their advertisements in or on: (1) athletic field fences; (2) scoreboards; (3) school or district websites; or (4) other appropriate locations. The advertisements must be consistent with this policy and its implementing procedures and must be approved by the School Board in its sole discretion. No Board approval is required for commercial material related to graduation, class pictures, class rings, athletic, theater, music programs or student publications.

2. No individual or entity may advertise or promote its interests by using the names or pictures of the School District, any District school or facility, staff members, or students except as authorized by and consistent with administrative procedures and approved by the Board.

Section D - Political Candidates or Parties

Material **or communication** that **advances or opposes religion or related interests, or advances or opposes a political agenda, interest or candidate,** will not be accepted for posting or distribution, except when used as part of the curriculum.

Section E – Content Approval

The Building Principal or Principal’s designee, in his or her sole discretion, shall have the right to reject any advertising, communication or material or literature based upon content which is inconsistent with this Policy, or is inappropriate for the school environment, provided that no such rejection shall be made which is discriminatory as against any legally-protected class or individual.

Approved: _____

PROCEDURES FOR IMPLEMENTING BOARD POLICY: ADVERTISING AND DISTRIBUTING MATERIALS OR LITERATURE IN SCHOOLS/ON SCHOOL GROUNDS PROVIDED BY NON-SCHOOL RELATED ENTITIES

Section A - Requests from Community, Educational, Charitable, Recreational, or Other Organizations

<u>Actor</u>	<u>Action</u>
<p><u>Community, Educational, Charitable, Recreational, or Other Organizations</u></p>	<p>Direct to the building principal or designee all requests to advertise events pertinent to students' interests or involvement.</p> <p>Specifically describe the material communication or literature proposed to be displayed, distributed, or included in the school's website. The building principal or designee, at his/her discretion, may require an exact copy of the material or literature proposed to be displayed.</p> <p>Request specific dates for the material or literature to be posted or distributed.</p>
<p><u>Building Principal or Designee</u></p>	<p>Screens all material before distributing or posting it to ensure compliance with the District's policy and procedures, including that all material and literature be student-oriented, must be sponsored by a school-affiliated club, organization, or school department.</p> <p>Rejects all requests to post or distribute material or literature that would: (a) disrupt the educational process, (b) violate the rights or invade the privacy of others, (c) infringe on a trademark or copyright, (d) be defamatory, obscene, vulgar, discriminatory, or indecent, (e) advance or oppose religion or related interests except as set forth in Section D of Board Policy 9200, or (f) advance or oppose a political agenda, interest or candidate except as set forth in Section D of Board policy 9200, or (g) is inappropriate for the school environment.</p> <p>Determines the appropriate method and location for posting the material and/or distributing it, provided that any distribution by staff is done without discussion.</p> <p>Notifies the organization whether its request is accepted or rejected.</p> <p>Removes all materials that are out-of-date from the building and/or website.</p>
<p><u>Community, Educational, Charitable, Recreational, or Other Organizations</u></p>	<p>If approved for posting or distribution, have the material or posters delivered to the school. The school will not make copies.</p> <p>If approved for posting or distribution, provide in electronic format the information to be posted on the school's website.</p>

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Section B - Requests from Commercial Companies to Advertise and/or Distribute Material or Literature

<u>Actor</u>	<u>Action</u>
<u>Commercial Companies</u>	<p>Direct to the building principal or designee all requests to advertise or distribute material, communication or literature in schools, on school grounds or in school publications. Specifically identify the requested location for advertisements, i.e. e.g.: (a) athletic field fence, (b) athletic, theater, or music programs, and/or (c) scoreboards. Prominently display the company’s name on all advertising, materials, communication or literature. Provide a copy of the proposed advertisement, materials, communication or literature to the building principal.</p>
<u>Building Principal or Designee</u>	<p>Screens all proposed advertising, communication or literature to ensure that they will not: (a) disrupt the educational process, (b) violate the rights or invade the privacy of others, (c) infringe on a trademark or copyright, (d) be defamatory, obscene, vulgar, discriminatory or indecent, (e) advance or oppose religion except as set forth in Section D of Board Policy 9200, or (f) advance or oppose a political agenda, interest or candidate except as set forth in Section D of Board Policy 9200, or (g) is inappropriate for the school environment.</p> <p>May approve a commercial request related to graduation, class pictures, or class rings.</p> <p>For all other commercial requests, makes a dispositional recommendation to the superintendent for consideration during an open School Board meeting. If the superintendent agrees with the principal’s recommendation, the advertisement, materials, communication or literature will be presented to the Board for action.</p> <p>After the Board’s decision, takes all appropriate steps.</p>
<u>School Board</u>	<p>From time-to-time, by Board resolution, determines minimum fees for advertising space. All fees are subject to negotiation and Board approval.</p> <p>Provides action with regard to advertisement, materials, communication or literature presented by the superintendent.</p>

Adopted: _____