

## CCSD Administrative Guidelines Regarding Advertising

*Pursuant to the School Board's Special Interest Materials Distribution Policy (KIB), these administrative guidelines are to be utilized by CCSD staff in policy application:*

In general, the Cherokee County School District (CCSD) operates its schools as non-public forums. These guidelines do not create, nor are they intended to create, a public or limited public forum.

1. All online and printed publications edited and distributed in the name of CCSD including School District/school websites will be under the control of the Superintendent of Schools or his designee, the Office of Communications.
2. Advertising for CCSD online and printed publications including School District/school websites may be accepted from bona fide business firms or incorporated organizations, subject to the approval of the Office of Communications.
3. The Office of Communications retains the authority to determine the size and location of any advertising.
4. The Office of Communications sets, regularly reviews, and publishes advertising rates.
5. The Superintendent or his designee, the Office of Communications, will not discriminate on the basis of viewpoint in granting or denying advertisements.
6. Restrictions/Prohibitions
  - a) CCSD will not permit advertisements to be displayed if the advertiser's name or other information used in the advertisement contains any of the following or is in violation of any state or federal policies, regulations, laws or statutes:
    - Libelous statements, personal attacks or abusive language such as language defaming a person's character, race, religion, ethnic origin, gender, family status, or disability;
    - Vulgar, indecent or obscene language;
    - Factually inaccurate, misleading or false statements;
    - Inappropriate material considering the age of the students in the school;
    - Contains information or material incompatible with the educational philosophy of CCSD or the community at large; or
  - b) Material that encourages the commission of unlawful acts or the violation of the CCSD's Discipline Code. CCSD will not permit any advertisement that describes, suggests, promotes or is commonly identified with any product, service, activity or advocacy of a political or partisan issue or statement, which is incompatible with the CCSD's educational philosophy or the community at large, including, but not limited to, the following products, services or activities:
    - Gambling or gambling aids not permitted under School Board policy or state law;
    - Tobacco products;
    - Alcohol, beer, wine or liquor products;
    - Explicit sexual content or sexual overtones;
    - Pornography;
    - Drug paraphernalia; or,
    - Illegal acts or acts illegal for minors.
  - c) Paid political advertising will not be accepted.
  - d) Advertising that is inconsistent with federal or state law, or School Board policy, as well as any content CCSD determines has a reasonable likelihood of exposing itself to controversy, litigation, or disruption, will not be accepted.

## **CCSD Administrative Guidelines Regarding Advertising**

*Pursuant to the School Board's Special Interest Materials Distribution Policy (KIB), these administrative guidelines are to be utilized by CCSD staff in policy application:*

7. **DISCLAIMER:** Acceptance of advertising does not constitute CCSD approval or endorsement of any product, service, organization, or issue referenced in the advertising; nor will acceptance of advertising from a vendor determine whether CCSD will purchase goods or services from the vendor through CCSD's formal procurement process.

**Approved: September 2018**