

## **Distribution of Advertising, Communications, Materials, or Literature in Schools/on School Grounds Provided by Non-School Related Individuals or Entities**

### Section A - Introduction

The District has not established an open forum for the distribution (which includes posting) of advertising, communications, materials, 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 or entity that would:

1. Disrupt the educational process;
2. Violate the rights or invade the privacy of others;
3. Infringe on a trademark, patent, or copyright;
4. Be defamatory, obscene, vulgar, discriminatory, or indecent;
5. Advance or oppose religion or related interests, except as set forth in Section D below;
6. Advance or oppose a political agenda, issue, interest or candidate, except as set forth in Section D below; or
7. 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 individual or entity be limited to 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, and Similar Nonprofit Entities

Also subject to Section A, community, educational, charitable, recreational, or other similar nonprofit entities 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 on the school's or district's website where appropriate. All advertising, materials, communications, and literature must be student-oriented, and must be sponsored by a school-affiliated club or organization, or by a school department.

Advertising, materials, communications, or literature from school-sponsored sources such as clubs, organizations, or departments utilizes the procedures in the Student/Parent Handbook, Section 1, Paragraph D, Freedom of Expression, Petition, and Dissemination of Information, as amended from time to time.

### Section C - Commercial Companies

Also subject to Section A, 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, in advance, by the Board of Education, in its sole discretion. No Board approval is required for

commercial material related to graduation, class pictures, class rings, school athletics, school theater or music programs, or student publications.

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 - Religious and Political Interests

Advertising, communications, materials, or literature that advances or opposes a religion, a religious group, or other religious interest,, or advances or opposes a political agenda, candidate, or party, or other political interest, will not be accepted for distribution, except when used as part of the curriculum, as subject to the Board’s policies and procedures, including, but not limited to, Board Policy 7180 - Instructional Materials, Board Policy 7200 - Library Materials Selection and Collection Management, Board Policy 7330 - Controversial Issues, Board Policy 7360 - Religion and Education, Board Policy 9050 - Concerns Regarding Curriculum or Related Instructional Materials, and Board Policy 9250 - Corporate Sponsorship .

Section E - Content Approval

The principal or designee shall have the right to reject any advertising, communication, material, or literature based upon the content that is inconsistent with this policy, provided that no such rejection shall be made that is discriminatory as against any legally-protected class or individual or against any particular political or social viewpoint.

Appeals may be conducted through Board Policy 2070 - Uniform Grievance.

Section F - Procedures for Requests from Community, Educational, Charitable, Recreational, or Other Organizations

Actor	Action
Community, Educational, Charitable, Recreational, or Other Organizations	Direct to the principal or designee all requests to advertise events pertinent to students’ interests or involvement.  Provide to the principal or designee an exact copy of the material, communication, or literature proposed to be posted or distributed. No such material, communication, or literature may be posted or distributed without prior review and approval by the principal or designee.  Request specific dates for the material, communication, or literature to be posted or distributed.
Building Principal or Designee	Reviews all material, communication, or literature before posting or distributing it to ensure compliance with the school district’s policies, including that all material, communication, and literature be student-oriented and sponsored by a school-affiliated club, organization, or school department.  Rejects all requests to post or distribute material, communication, or literature that would: <ol style="list-style-type: none"> <li>1. Serrupt the educational process;</li> </ol>

	<ol style="list-style-type: none"> <li>2. Violate the rights or invade the privacy of others;</li> <li>3. Infringe on a trademark, patent, or copyright;</li> <li>4. Be defamatory, obscene, vulgar, discriminatory, or indecent;</li> <li>5. Advance or oppose religion or related interests, except as set forth in Section D of Board Policy 9200;</li> <li>6. Advance or oppose a political agenda, issue, interest, or candidate, except as set forth in Section D of Board policy 9200;</li> <li>or</li> <li>7. Be inappropriate for the school environment.</li> </ol> <p>Determines the appropriate method and location for posting or distributing the material, communication, or literature.</p> <p>Informs the organization whether its proposed material, communication, or literature is approved or rejected.</p> <p>Removes all material, communication, and literature that is out-of-date from the building and/or website.</p>
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Section G - Procedures for Requests from Commercial Companies to Advertise and/or Distribute Material or Literature

Actor	Action
Community, Educational, Charitable, Recreational, or Other Organizations	<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>
Commercial Companies	<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, e.g.: (a) athletic field fence, (b) athletic, theater, or music programs, and/or (c) scoreboards.</p> <p>Prominently display the company’s name on all advertising, materials, communication, or literature.</p> <p>Provide a copy of the proposed advertisement, materials, communication or literature to the building principal.</p>

<p>Building Principal or Designee</p>	<p>Screens all proposed advertising, materials, communication, or literature to ensure that they will not:</p> <ol style="list-style-type: none"> <li>1. disrupt the educational process;</li> <li>2. violate the rights or invade the privacy of others;</li> <li>3. infringe on a trademark, patent, or copyright;</li> <li>4. be defamatory, obscene, vulgar, discriminatory or indecent;</li> <li>5. advance or oppose religion except as set forth in Section D of Board Policy 9200;</li> <li>6. advance or oppose a political agenda, issue, interest or candidate except as set forth in Section D of Board Policy 9200; or</li> <li>7. be inappropriate for the school environment.</li> </ol> <p>May approve a commercial request related to graduation, class pictures, or class rings.</p> <p>For all other commercial requests, makes a recommendation to the superintendent or designee for consideration. If the superintendent or designee 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>
<p>School Board</p>	<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>

Approved: July 26, 2010  
 Revised: October 24, 2022