

Distribution of Materials and Advertising in the Schools

Distribution of materials and advertising in the schools shall serve a community, educational, charitable, or non-profit recreational, or similar purpose.

Organizations outside of the school setting:

- Must seek approval from the Superintendent or designee. This approval process can be initiated at the school or corporate level.
- Approval guidelines provide for a limited public forum.
- Upon approval, may be posted within a designated school or to the LSC website.

Organizations within the school setting:

- Must seek approval from the building administrator.
- Upon approval, may be posted within the school, to the school website, or distributed to students.
- May generate advertisements for the purpose of generating revenue for extra-curricular activities.
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The intent of this policy is to ensure students and faculty of the schools are protected from undue intrusions on their time caused by announcements, posters, bulletins, and communications from individuals and organizations not directly connected with the schools.

Distributing Materials and Advertising in Schools Provided by Non-School Related Entities

Materials and literature shall be posted and distributed only when it has been determined that the information will not: (1) disrupt the educational process, (2) violate the rights or invade the privacy of others, (3) infringe on a trademark or copyright, or (4) be defamatory, libelous, obscene, vulgar, indecent, or proselytize (the attempt to convert someone from one religion, belief, or opinion to another).

Community, Educational, Charitable, or Non-profit Recreational Organizations

Community, educational, charitable, non-profit recreational or similar groups may, under procedures established by the Superintendent, advertise events pertinent to students' interests or involvement. This may include displaying posters in areas reserved for community posters, posting to the digital portal on the District's website reserved for this purpose or distributed electronically to students and families. All material and literature must be student-oriented and have the sponsoring organization's name prominently displayed including contact information.

Commercial Companies and Political Candidates or Parties

Commercial companies may purchase space for their advertisements in or on: (1) athletic field fences, (2) athletic, theater, or music programs, (3) scoreboards, or (4) other appropriate location, provided the advertisements are consistent with administrative

procedures and approved by the School Board. Board approval is not needed for commercial material related to graduation, class pictures, or class rings.

Commercial companies are prohibited from referencing any part of the School District for advertising or promoting the companies interests except as authorized by and consistent with administrative procedures and approved by the Board. This prohibition includes facility titles, corporation name, staff, and students.

Material from candidates and political parties will not be accepted for posting or distribution, except when used as part of the curriculum.

Board Adopted: March 12, 1990

Revised: August 11, 2008; June 8, 2015; November 12, 2018

The source for much of this policy is the Illinois School Board Association.