

St. Joseph School District

Community Group Advertising Approval Procedures

As set forth in Board Policy KI, the District operates a nonpublic forum, meaning only certain groups may advertise within the District, and only certain things may be advertised. For purposes of Board Policy KI and this procedure, “advertising” includes, but is not limited to, in-person solicitation; signage; verbal announcements using communication equipment; pamphlets; handouts; distribution through district technology; other distribution of information regarding products or services available or for sale; or the solicitation of information including, but not limited to, political campaigning.

The following definitions apply when approving advertisements to students:

District-Sponsored Groups

- District-sponsored groups are any group sponsored directly by the District. This includes, but is not limited to, the following groups:
 - Extracurricular organizations, athletics, or other District activities; and
 - Professional groups created by the District.

District Affiliates

- Groups are affiliated with the District if:
 - They are recognized by the Board and
 - Are working collaboratively with the District, such as a business partner or nonprofit community organization that has a relationship with the District;
 - or
 - They are groups created *solely* to work with the District, its staff, students and parents and to raise funds for District activities, such as parent-teacher associations or booster clubs.

Outside Groups

- These groups do not meet the above definitions of “District-sponsored groups” or “District affiliates.”

- These groups include groups that use District property for their meetings, including Boy Scouts, Girl Scouts, etc.

Flyer Approval Process

1. The group or school must submit a photocopy or scan of the flyer or advertisement to Ashley Coats, ashleycoats@sjsd.k12.mo.us for approval.
2. If the group is District-sponsored or affiliated with the District, a content review is required before the flyer will be approved to be presented directly to students, and the content does not have to be related to curriculum.
3. If the flyer is not from a District-sponsored or District-affiliated group, the flyer must have a specific curriculum-related purpose in order to be provided directly to students.
 - a. The purpose must be related directly to a *specific* aspect of the District's curriculum, including, but not limited to, a subject currently being taught, a particular unit within a class, or a specific theme within the building or District.
 - b. A broad "educational purpose" will not meet the definition of a curricular purpose if that purpose is not tied to a specific aspect of the District's current curriculum.
4. If the flyer is not from a District-sponsored or District-affiliated group, and the flyer does not have a specific curriculum-related purpose, the flyer may be placed in an area for student pickup or posted on a bulletin board, if applicable, in the building designated for outside advertisements after a content review is completed, if advertising a nonprofit community event, including athletic events or youth organizations.
 - a. Flyers made available for pick-up or posted on designated bulletin boards will be published for no longer than 1 month and the District reserves the right to limit the number of flyers published at any one time.
 - b. The District will dispose of any remaining flyers after the publication period has expired.
5. Flyers that may disrupt the District, that conflict with the District's values or educational purpose, or violate any of the content review guidelines will not be approved.
6. Once the group receives approval from Communications, the group must provide the school/s with copies of the flyers for distribution.
 - a. Copies must be bundled according to the numbers per building needed, or if appropriate, the number of students the flyers will be distributed to by class.

Content Review:

As a general rule, advertisement on District property or at District events may not include information or materials that:

1. Are obscene to minors.
2. Are libelous.
3. Are pervasively indecent or vulgar (secondary schools) or contain any indecent or vulgar language (elementary schools).
4. Advertise any product or service not permitted to minors by law.
5. Constitute insulting or fighting words, the very expression of which injures or harasses other people (e.g., threats of violence, defamation of character or of a person's race, religion or ethnic origin).
6. Present a clear and present likelihood that, either because of their content or their manner of distribution, they will cause a material and substantial disruption of the proper and orderly operation and discipline of the school or school activities or will cause the commission of unlawful acts or the violation of lawful school procedures.

Community Group Advertisement Approval Flowchart

