

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

No material or literature shall be posted or distributed that would, as determined by the Superintendent or designee: (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, obscene, vulgar, or indecent. No material, literature, or advertisement shall be posted or distributed without advance approval as described in this policy.

Community, Educational, Charitable, or Recreational Organizations

Community, educational, charitable, recreational, or similar groups may, under procedures established by the Superintendent, advertise events pertinent to students' interests or involvement. All advertisements must (1) be student-oriented, (2) prominently display the sponsoring organization's name, and (3) be approved in advance by the Superintendent or designee. The District reserves the right to decide where and when any advertisement or flyer is distributed, displayed, or posted.

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) student newspapers or yearbooks; (4) scoreboards; or (5) other appropriate locations. The advertisements must be consistent with this policy and its implementing procedures. Approval from the Board is needed for advertisements on athletic fields, or other building locations. Prior approval is needed from the Superintendent or designee for advertisements on athletic, theater, or music programs; scoreboards; student newspapers and yearbooks; and any commercial material related to graduation, class pictures, or class rings.

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.

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

Advertising Protocols

Advertisements approved by the Superintendent or designee must not:

- encourage or promote smoking, alcohol consumption, drug use, sexual activity, illegal actions, or reflect any behaviors that contradict Board policies or rules;
- encourage or promote discrimination and/or harassment based on race, color, national origin, sex, gender, sexual orientation, age, religion, socioeconomic status, or disability;

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

8.25

Page 2 of 2

- include disruptive, profane, libelous, obscene, or inflammatory content and/or manner of presentation;
- infringe upon the privacy rights of students, their families, D99 staff members, or their families;
- contain content of a religious nature or promoting any specific religion;
- promote any particular political figure, candidate, or party;
- disrupt the educational environment in classrooms, schools, or campuses, or interfere with existing programs and services; or
- include any language or indication suggesting an endorsement by the Board of a private entity or its products.

If a specific advertisement is in question, the Superintendent or designee may bring the advertisement request to the Board for discussion and further consideration.

Adopted: 1/22/07

Revised: 2/24/14; 3/18/24; 06/17/24