

Title: Advertising in the Schools - Regulation

Persons seeking permission to display posters or distribute literature, fliers or announcements to promote events, meetings or programs of non-school organizations to a substantial number of students must follow the guidelines listed below:

1. The request, in writing, should be submitted to the Communications Office of the Council Bluffs Community Schools at 300 West Broadway, Ste. 1600; This request may be made in the form of email or by using the District's online e-flier distribution system, Peachjar.
2. Materials that promote programs or events that charge a fee for participation or attendance may be required to utilize the Peachjar system, and will be charged a fee by Peachjar.
3. Materials that are free of charge to students or families may be posted by the District on Peachjar, with the approval of the Communications Office or the building administrator.
4. The event or program should be fully described, including such information as:
 - a. School(s) to be involved
 - b. Grade level(s) or age(s) of student to be contacted
 - c. The date(s) and/or location of the activity
 - d. The cost, if any, of participation
 - e. Person(s) to contact if questions arise
 - f. The name of the organization(s) sponsoring the event, meeting or program
 - g. Contact information, including phone number, for sponsoring organization.
5. A copy of the flier or material to be distributed should accompany the request.
6. Organizations shall include on all written materials the disclaimer: "These materials are not sponsored by the Board of Education of the Council Bluffs Community School District, the superintendent or this school."

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7. The person seeking permission to post materials should provide as much advance notice as possible.
8. Any person whose request has been rejected by the Communications Office may appeal this decision to the Superintendent by a written request for review.
9. Organizations shall consolidate information as much as is possible in order to avoid making multiple requests for distribution throughout the year.
10. The building principal may use his/her discretion as to when the items shall be distributed. The principal will make reasonable efforts to approve items within five days of receipt; however, the District cannot guarantee timely distribution and shall not be responsible for any distribution occurring after this timeframe.
11. Any material for students will be distributed only by school staff or school-approved volunteers.
12. Any participation on the part of students must be strictly voluntary.

The distribution of materials will be prohibited under the following circumstances:

1. When such distribution, whether because of the content of the material or the manner of distribution, would interfere with the educational program;
2. When the content of the material is:
 - a. obscene to minors; a material is obscene for purposes of this prohibition if (i) the average person applying contemporary community standards with respect to what is suitable for minors of the age to whom distribution is requested would find the material, taken as a whole, appeals to the prurient interest of minors of the age to whom distribution is requested and is patently offensive; (ii) the material depicts or describes sexual conduct as defined by law; and (iii) the material, taken as a whole, lacks serious literary, artistic, political or scientific value for minors;
 - b. libelous; a material is libelous for purposes of this prohibition if it contains a false and unprivileged statement about a specific individual that tends to harm the individual's reputation or to lower him/her in the esteem of the community;
 - c. presents a clear and present likelihood that, either because of its content or the

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manner of distribution, it will cause a material and substantial disruption of the proper and orderly operation and discipline of the school or school activities, will cause the commission of unlawful acts or the violation of lawful school regulations;

- d. insulting or contains 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, color, age, national origin, sex, sexual orientation, ~~gender identity~~, marital status, socioeconomic status, physical or mental disability, religion, creed, genetic information, ancestry, geographic location, citizenship, political party preference or belief, familial status or any other personal attribute;
- e. advertising any product or service not permitted to minors by law;
- f. containing indecent, vulgar, profane or lewd language.

Unapproved distribution of material may be stopped, and any person violating this policy may be requested to leave the school property immediately and, if necessary, local law enforcement officials will be called.

Approved: Jun. 18, 1991

Reviewed: April 25, 2006
April 28, 2026

Revised: Feb. 27, 2007
March 30, 2010
February 24, 2015
April 27, 2021