

SCHOOL-COMMUNITY RELATIONS**Administrative Procedure – Advertising and Distributing Materials in Schools Provided by Non-School Related Facilities****Requests from Community, Educational, Charitable, Recreational or Other Organizations**

Actor	Action
Community, Educational, Charitable, Recreational or Other Organizations	Direct to the Building Principal all requests to advertise events pertinent to students' interests or involvement. Specifically describe the material or content proposed to be displayed, distributed, or included in the school's website, and/or included on District-issued electronic learning devices. Request specific dates for the material to be displayed or distributed.
Building Principal	Refers all materials to the Superintendent or designee for screening to ensure compliance with the District's policy and procedures.
Superintendent or designee	Screens all materials before distributing or posting to ensure compliance with the District's policy and procedures, including that all material and content be student-oriented, have the sponsoring organization's name prominently displayed, and clearly state that the organization is not affiliated with the District. Rejects all requests to post or distribute content that would (a) disrupt the educational process, (b) violate the rights or invade the privacy of others, (c) infringe on a trademark or copyright, or (d) be defamatory, obscene, vulgar or indecent. Determines the appropriate location for the content, provided that any distribution is done without discussion. Informs the organization whether its request is accepted or rejected. Removes all materials and/or content that are out-of-date from the building, website, and/or District-issued learning devices.
Community, Educational, Charitable, Recreational or Other Organizations,	Deliver the material or content to the school. The school will not make copies. Provide in electronic format any information that the Building Principal agreed to publish on the school's website or District-issued learning devices.
Commercial Companies	Direct to the Superintendent all requests to advertise on school grounds in school publications, or on District-issued learning devices. Specifically identify the requested location for advertisements, i.e.: (a) athletic field fences, (b) athletic, theater, or music programs, (c) student newspapers or yearbooks, (d) scoreboards, and/or (e) other appropriate locations.. Prominently display the company's name on all advertising. Provide a copy of the proposed advertisement to the Superintendent.
Commercial Companies	Direct to the Superintendent all requests to advertise on school grounds in school publications, or on District-issued learning devices. Specifically identify the requested location for advertisements, i.e.: (a) athletic field fences, (b) athletic, theater, or music programs, (c) student newspapers or yearbooks, (d) scoreboards, and/or (e) other appropriate locations.. Prominently display the company's name on all advertising. Provide a copy of the proposed advertisement to the Superintendent.

SCHOOL-COMMUNITY RELATIONS

Administrative Procedure – Advertising and Distributing Materials in Schools Provided by Non-School Related Facilities

Requests from Commercial Companies to Advertise and/or Distribute Material

Actor	Action
Superintendent	<ol style="list-style-type: none"> 1. Screens all proposed ads to ensure that they follow Board policy 8:25, Advertising and Distributing Materials in Schools Provided by Non-School Related Entities, and will not: (a) disrupt the educational process, (b) violate the rights or invade the privacy of others, (c) infringe on a trademark or copyright, or (d) be defamatory, obscene, vulgar, or indecent. 2. May approve a commercial request related to graduation, class pictures, or class rings. 3. For all other commercial requests, makes a dispositional recommendation during an open School Board meeting. 4. After the Board’s decision, takes all appropriate steps.
School Board	From time-to-time, by Board resolution, determines minimum fees for advertising space. All fees are subject to negotiation and Board approval.

Adopted 05-19-03
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