

PROCEDURES FOR IMPLEMENTING BOARD POLICY: ADVERTISING AND 9200
DISTRIBUTING MATERIALS OR LITERATURE Page 1 of 3 pages
IN SCHOOLS/ON SCHOOL GROUNDS PROVIDED
BY NON-SCHOOL RELATED ENTITIES

Section A - Requests from Community, Educational, Charitable, Recreational, or Other Organizations

Actor	Action
Community, Educational, Charitable, Recreational, or Other Organizations	<p>Direct to the building principal or designee all requests to advertise events pertinent to students' interests or involvement.</p> <p>Specifically describe the material, communication or literature proposed to be displayed, distributed, or included in the school's website. The building principal or designee, at his/her discretion, may require an exact copy of the material or literature proposed to be displayed.</p> <p>Request specific dates for the material or literature to be posted or distributed.</p>
Building Principal or Designee	<p>Screens all material before distributing or posting it to ensure compliance with the District's policy and procedures, including that all material and literature be student-oriented, must be sponsored by a school-affiliated club, organization, or school department.</p> <p>Rejects all requests to post or distribute material or literature that would: (a) disrupt the educational process, (b) violate the rights or invade the privacy of others, (c) infringe on a trademark or copyright, (d) be defamatory, obscene, vulgar, discriminatory, or indecent, (e) advance or oppose religion or related interests except as set forth in Section D of Board Policy 9200, (f) advance or oppose a political agenda, interest or candidate except as set forth in Section D of Board policy 9200, or (g) is inappropriate for the school environment.</p> <p>Determines the appropriate method and location for posting the material and/or distributing it, provided that any distribution by staff is done without discussion.</p> <p>Informs the organization whether its request is accepted or rejected.</p> <p>Removes all materials that are out-of-date from the building and/or website.</p>

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Section B - Requests from Commercial Companies to Advertise and/or Distribute Material or Literature

Actor	Action
Community, Educational, Charitable, Recreational, or Other Organizations	<p>If approved for posting or distribution, have the material or posters delivered to the school. The school will not make copies.</p> <p>If approved for posting or distribution, provide in electronic format the information to be posted on the school's website.</p>
Commercial Companies	<p>Direct to the building principal or designee all requests to advertise or distribute material, communication or literature in schools, on school grounds or in school publications. Specifically identify the requested location for advertisements, e.g.: (a) athletic field fence, (b) athletic, theater, or music programs, and/or (c) scoreboards.</p> <p>Prominently display the company's name on all advertising, materials, communication or literature.</p> <p>Provide a copy of the proposed advertisement, materials, communication or literature to the building principal.</p>
Building Principal or Designee	<p>Screens all proposed advertising, communication or literature to ensure that they will not: (a) disrupt the educational process, (b) violate the rights or invade the privacy of others, (c) infringe on a trademark or copyright, (d) be defamatory, obscene, vulgar, discriminatory or indecent, (e) advance or oppose religion except as set forth in Section D of Board Policy 9200, (f) advance or oppose a political agenda, interest or candidate except as set forth in Section D of Board Policy 9200, or (g) is inappropriate for the school environment.</p> <p>May approve a commercial request related to graduation, class pictures, or class rings.</p> <p>For all other commercial requests, makes a dispositional recommendation to the superintendent for consideration during an open School Board meeting. If the superintendent agrees with the principal's recommendation, the advertisement, materials, communication or literature will be presented to the Board for action.</p> <p>After the Board's decision, takes all appropriate steps.</p>

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Actor	Action
School Board	From time-to-time, by Board resolution, determines minimum fees for advertising space. All fees are subject to negotiation and Board approval. Provides action with regard to advertisement, materials, communication or literature presented by the superintendent.

Adopted: August 26, 2010