

BOARD POLICY: ADVERTISING AND DISTRIBUTING MATERIALS **9200**
OR LITERATURE IN SCHOOLS/ON SCHOOL Page 1 of 2 pages
GROUNDS PROVIDED BY NON-SCHOOL RELATED ENTITIES

Section A - Advertising and Distributing Materials or Literature in Schools or on School
Grounds Provided by Non-School Related Individuals or Entities

District 225 has not established an open forum for the distribution of advertising, material or literature by non-school related individuals or entities. No advertising, communication, material or literature shall be posted or distributed by, or on behalf of, a non-school related individual, group, company or community-based organization that would: (1) disrupt the educational process, (2) violate the rights or invade the privacy of others, (3) infringe on a trademark or copyright, (4) be defamatory, obscene, vulgar, discriminatory, or indecent, or (5) advance or oppose religion or related interests except as set forth in Section D below; (6) advance or oppose a political agenda, interest or candidate except as set forth in Section D below, or (7) would be inappropriate in the school environment. In all respects, it is the intent of the Board of Education that the content of any advertising, communication, material or literature distributed by non-school related individuals or entities be limited and in accordance with this policy and its implementing procedures, be neither controversial nor disruptive, and be appropriate to the mission of the district and the district's pedagogical concerns.

Section B – Community, Educational, Charitable, or Recreational Organizations

Also subject to Section A, community, educational, charitable, recreational, or similar not-for-profit groups may, under procedures established by the district, advertise events pertinent to students' interests or involvement. This may include displaying posters in areas reserved for community posters, having flyers distributed to students, or being included in the school's or district's website where appropriate. All material, communication and literature must be student-oriented, must be sponsored by a school-affiliated club, organization, or school department.

Section C - Commercial Companies

1. Commercial companies may purchase space for their advertisements in or on: (1) athletic field fences; (2) scoreboards; (3) school or district websites; or (4) other appropriate locations. The advertisements must be consistent with this policy and its implementing procedures and must be approved by the school board in its sole discretion. No board approval is required for commercial material related to graduation, class pictures, class rings, athletic, theater, music programs or student publications.

2. 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.

Section D - Political Candidates or Parties

Material or communication that advances or opposes religion or related interests, or advances or opposes a political agenda, interest or candidate, will not be accepted for posting or distribution, except when used as part of the curriculum.

Section E – Content Approval

The building principal or principal’s designee, in his or her sole discretion, shall have the right to reject any advertising, communication or material or literature based upon content which is inconsistent with this policy, or is inappropriate for the school environment, provided that no such rejection shall be made which is discriminatory as against any legally-protected class or individual.

Approved: July 26, 2010