

DISTRIBUTION OF MATERIALS, ADVERTISING IN SCHOOLS, CONTESTS, AND PROMOTIONS

Distribution of Materials

The board recognizes that businesses and organizations may want to display or distribute materials in the school district advertising activities or contests that have social, recreational, or educational value for students and parents. All items for display or distribution must have contact information for the organization including phone, mailing address, and responsible person.

The preference is that materials are displayed and made available on public announcement boards or displays. Items for this type of distribution may be approved by the building principal. If a group desires a document be sent home with students, the document must be approved by the Superintendent's Office and must be in English and Spanish. The Superintendent's Office may limit the number of times an organization can send documents home to twice a year.

Materials shall not:

- interfere with or inhibit classroom instruction or any school function
- promote the use of illicit drugs, alcohol, or tobacco
- promote hostility, disorder, or violence
- discriminate as described in Federal Title IX Guidelines
- be libelous
- be of a sexual nature
- proselytize or disparage religious beliefs
- promote or oppose any political candidate or cause

Advertising, Contests, and Promotions

Any club, association, or other organization must have prior approval for students' participation in any contest, advertising campaign, or promotion. Approval may be given by the Superintendent or his/her designee. Criteria to be used are:

- The objectives of the contest, campaign or promotion shall be consistent with the District's strategic plan, goals, and policies.
- The proposed activity shall have educational value to the participants and be free of objectionable advancement of the name, product or special interest of the sponsoring group.
- Participation by a student shall not interfere with his/her program of curricular or co-curricular activities.

Community Partnerships and Commercial Activities

The Board recognizes the value of having a variety of programs for students and the community. School programs exist to serve the educational needs of students and should not become environments wherein students or staff members are subject to manipulation for commercial purposes.

The Board also recognizes that business and other organizations play an important role in supporting schools and students. One of the district's goals is to foster non-commercial as well as commercial collaborations between the community, businesses and District such that educators, parents, business leaders and District officials work together to generate revenue sources within practical, responsible systems that protect the entrepreneurial integrity in our District. These revenue sources could include sponsorship, partnerships, institutional advertising, naming rights, and commercial sales to students and staff. The use of advertising materials within schools shall be kept to a minimum and must be in compliance with the rules established and approved by the Superintendent.

The Superintendent shall establish procedures that maintain a practical balance between the funding of school programs and the educational value expressed above.

Cross References:

Board Policy 3530	Fund Raising Activities Involving Students
Board Policy 6102	District Fundraising
Board Policy 6114	Gifts
Board Policy 6970	Naming Facilities & Employee and Student Memorials

Legal Reference:

AGO 9503.00 1995 No. 3	Use of School Districts' Facilities by Student Groups for Religious Purposes
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Management Resources:

<i>Policy News</i> , April 2005	Distribution of Materials
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