

Community Relations

Advertising and Distributing Materials in Schools Provided by Non-School Related Entities

No material or literature shall be posted or distributed that would: (1) disrupt the educational process, (2) violate the rights or invade the privacy of others, (3) infringe on a trademark or copyright, or (4) be defamatory, obscene, vulgar, or indecent. No material, literature, or advertisement shall be posted or distributed without advance approval as described in this policy.

Community, Educational, Charitable, or Recreational Organizations

Community, educational, charitable, recreational, or similar groups may, under procedures established by the Superintendent, or designee, 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 and literature must be student-oriented and have the sponsoring organization's name prominently displayed.

Commercial Companies and Political Candidates or Parties

Commercial companies may purchase space for their advertisements in or on: (1) athletic field fences; (2) scoreboards; (3) the District website; or (4) other appropriate location. The advertisements must be consistent with this policy and implementing procedures and must be approved by the School Board. No Board approval is needed for commercial material related to graduation, class pictures, class rings, athletics, theater, or music programs.

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 without the approval by the Board of Education.

Campaign material from candidates and political parties will not be accepted for posting or distribution, except when used as part of the curriculum.

By allowing commercial advertising, the District is not creating a public forum. The purpose of the commercial advertising policy is to raise funds to be used for District purposes. The purpose of this policy is not to create a forum for public discourse. As such, the District has the authority, and will exercise its authority, to reasonably restrict the types of advertising to be posted or distributed pursuant to this policy.

Prohibited Advertising

The District prohibits advertising that promotes or contains these activities or images:

1. Drug use, alcohol, tobacco, weapons, or drug paraphernalia;
2. Obscenity, pornography, or illegal materials;
3. Materials that are false, misleading, or deceptive;
4. Promotion of any religion;
5. Material from candidates and political parties;
6. Any material that the Superintendent, or designee, deems to be inappropriate or disruptive to the school environment or the District's educational mission.

- LEGAL REF.: Berger v. Rensselaer Central School Corp., 982 F.2d 1160 (7th Cir. 1993), *cert. denied*, 113 S.Ct. 2344 (1993).
DiLoreto v. Downey Unified School Dist., 196 F.3d 958 (9th Cir. 1999).
Hedges v. Wauconda Community Unit School Dist., No. 118, 9 F.3d 1295 (7th Cir. 1993).
Lamb’s Chapel v. Center Moriches Union Free School Dist., 113 S.Ct. 2141 (1993).
Sherman v. Community Consolidated School Dist. 21, 8 F.3d 1160 (7th Cir. 1993), *cert. denied*, 114 S.Ct. 2109 (1994).
Victory Through Jesus Sports Ministry v. Lee’s Summit R-7 Sch. Dist., 640 F.3d 329 (8th Cir. 2011), *cert. denied*, 132 S.Ct. 592 (2011).
- CROSS REF.: 7:325 (Student Fund-Raising Activities), 7:330 (Student Use of Buildings – Equal Access)