

**Community Relations**

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

Requests from Community, Educational, Charitable, Recreational Organizations, or Other Similar Civic Groups

<b>Actor</b>	<b>Action</b>
Community, Educational, Charitable, Recreational Organizations, or Other Similar Civic Groups	<p>Direct to the Building Principal all requests to advertise events pertinent to students’ interests or involvement.</p> <p>Specifically describe the material or literature proposed to be displayed, distributed, or included in the school’s website.</p> <p>Request specific dates for the material to be posted or distributed.</p>
Building Principal	<ol style="list-style-type: none"> <li>1. Screens all material before distributing or posting it to ensure compliance with the District’s policy and procedures.</li> <li>2. 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, or (d) be defamatory, obscene, vulgar, or indecent.</li> <li>3. Requires that all material and literature be student-oriented and have the sponsoring organization’s name prominently displayed.</li> <li>4. Determines the appropriate location for posting the material and/or distributing it, provided that any distribution by staff is done without discussion.</li> <li>5. Informs the organization whether its request is accepted or rejected.</li> <li>6. Removes all materials from the building and/or website that is out-of-date.</li> </ol>
Community, Educational, Charitable, Recreational Organizations, or Other Similar Civic Groups	<p>Have the material or posters delivered to the school (the school will not make copies).</p> <p>Provide in electronic format any information that the Building Principal agreed to publish on the school’s website.</p>

Requests from Commercial Companies to Advertise and/or Distribute Material

<b>Actor</b>	<b>Action</b>						
Commercial Companies	<p>Direct to the Superintendent all requests to advertise on school grounds or in school publications.</p> <p>Specifically identify the requested location for their advertisements, i.e.: (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.</p> <p>Provide a copy of the proposed advertisement to the Superintendent.</p>						
Superintendent	<ol style="list-style-type: none"> <li>1. Screens all proposed ads 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, or (d) be defamatory, obscene, vulgar, or indecent.</li> <li>2. May approve a commercial request related to graduation, class pictures, or class rings.</li> <li>3. For all other commercial requests, makes a dispositional recommendation during an open School Board meeting.</li> <li>4. After the Board's decision, takes all appropriate steps.</li> </ol>						
School Board	<p>From time-to-time, by Board resolution, determine minimum fees for advertising space. All fees are subject to negotiation and Board approval. Current minimum fees are:</p> <table style="width: 100%; border: none;"> <tr> <td style="padding-right: 20px;">Athletic field fences</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="padding-right: 20px;">Athletic, theater, or music programs</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="padding-right: 20px;">Scoreboards</td> <td style="text-align: right;">\$ _____</td> </tr> </table>	Athletic field fences	\$ _____	Athletic, theater, or music programs	\$ _____	Scoreboards	\$ _____
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Adopted:                 April 21, 2003

Approved:                May 21, 2007