

## ADVERTISING/PUBLICATIONS IN THE SCHOOLS

### A. Generally

Commercial or political advertising that is permitted in the schools shall not exploit students, school personnel, or the school district.

### B. Use of Commercial Materials

The Board permits the use of instructional materials developed by the commercial organizations if, in the judgment of the Board, the educational value of the materials outweighs their commercialism, the advertising is in good taste, and comparable materials are not available elsewhere at a reasonable cost.

### C. Announcements, Notices, and Signs

The superintendent may permit the posting of announcements, notices, and signs in designated areas of the schools if the advertised activity or cause may be beneficial to the students.

The posting of announcements, notices, and signs that advertise student activities is acceptable at the discretion of the superintendent.

### D. Political Advertising

Students are encouraged to take an active interest in national, state, and local elections through various school-sponsored activities. School facilities or equipment may not be used as a means of producing or disseminating to the community any material that advertises or promotes a political party or the candidacy of an individual for public office.

Student elections are considered a part of the educational program and are conducted in accordance with school regulations.

### E. Advertising in School Publications

School and/or student publications that normally solicit paid advertisements as a means of supplementing income may accept and publish paid advertising copy that is appropriate for a school publication as determined by the principal and that receives the prior approval of the principal.

### F. Student Publications

Student publications shall be subject to Board authority to the extent permitted by the United State Constitution as interpreted by the United State Supreme Court and/or any other applicable state laws.

### G. Non-School Sponsored Publications

Non-school-sponsored publications are defined as materials, printed or otherwise, that were not prepared and approved under the supervision of the Board and its employees.

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The following guidelines govern the sale or distribution of non-school-sponsored materials on school property:

1. Non-school publications must be submitted to the superintendent for approval prior to sale or distribution in the schools or on school premises. The time and place of sale or distribution of approved non-school publications shall be designated by the superintendent.
2. No publication containing profane language, obscenity, pornography, or similar matter determined by the Board to be unsuitable for distribution to the students may be sold or distributed on any school property in the school district.
3. No publication containing language that is otherwise acceptable but which may be reasonably interpreted so as to incite violence or disorder within the school or schools may be sold or distributed on any school property in the school district.
4. School materials or equipment shall not be used to produce non-school-sponsored publications except with prior permission of the Board.

Adopted by Board: May 29, 1980  
Amended by Board: August 10, 1989  
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