

ADVERTISING IN THE SCHOOLS

School facilities and staff shall not be used to advertise or otherwise promote any commercial or political activity. School facilities and staff may be used to advertise or otherwise promote activities unrelated to school, which are neither commercial nor political only in accordance with the terms of this policy.

With the advance approval of the Superintendent, or his/her designee, information concerning activities, events, programs and other opportunities of interest to children and their families in the District community may be distributed to students in District schools, provided that the activity, event, program, or opportunity is conducted or sponsored by an agency of federal, state, or local government, or by a not-for-profit corporation, or by an unincorporated association not organized or operating for commercial gain.

The agency or organization seeking to distribute information to students in District schools must provide sufficient copies of the informational document. The District will not make copies for this purpose.

The Superintendent will develop and implement guidelines for the submission, approval and distribution of information in accordance with this policy.

Reviewed: February 8, 2022

ADVERTISING IN SCHOOLS REGULATION

The purpose of this regulation is to provide guidelines for the approval and distribution of advertising materials and/or announcements sent home with students in Grades K-12.

1. School related notices sent to parents will be given the highest priority and may necessitate that non-school related notices be withheld at any given time. The District reserves the right to limit the number of flyers in a given week. Information from outside groups can be sent home, starting with the second week of school.
2. Information from not-for-profit organizations will be considered for distribution as long as the main focus is on services or activities for children. A not-for-profit group must be able to furnish Internal Revenue Service non-profit documentation if requested by the District. The District may request additional information concerning the governance structure and/or mission of the organization. Such information is requested solely for the purpose of confirming that the organization is within the coverage of this policy and regulations.
3. All information must be submitted to the Superintendent, or his/her designee, for prior approval. Requests must be submitted at least one (1) week in advance of the suggested distribution date. It is strongly recommended that photocopying not be done until District approval is received in case changes are necessary.
4. Upon approval by the Superintendent, or his/her designee, the responsibility for photocopying must be assumed by the organization requesting distribution. Packets must be separated in groups of 25 or as specified by the school administration, and delivered to each school's main office.
5. The intent of requesting to distribute any flyer as part of the Backpack mail to go home with students is for notification purposes only. Information shall be limited to the date, time, place, program description, etc. No promotional incentives (e.g., free tickets to an amusement park, admission to a sporting event if accompanied by a paid adult admission, etc.) may be included either as part of or as an attachment to an informational flyer. Similarly, no policy or statement presenting a viewpoint or which takes a position on an issue will be permitted. Also, no promotional incentives may be included that do not contribute to the nutritional well-being of students.
6. Informational materials or announcements from other organization may be approved for display only (not for distribution directly to students) if the activity or event concerns one of the following topics:
 - Education services directly related to the school system's instructional program, such as test preparation courses and enrichment courses.
 - Student health, safety, or welfare.
 - Community sports, professional, or semi-professional teams.

- Other organizations as determined by the Superintendent of Schools and not identified above.
7. The District retains the right to withdraw approval of material from any other source if it is determined that distribution would undermine the intent of this policy or cause disruption in the school.

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