

Community RelationsAdministrative Procedure – Advertising and Distributing Materials in Schools Provided by Non-School Related EntitiesRequests from Community, Educational, Charitable, Recreational, or Other Organizations

Actor	Action
Community, Educational, Charitable, Recreational, or Other Organizations	Direct to the Building Principal all requests to advertise events pertinent to students' interests or involvement. Specifically describe the material or literature proposed to be displayed, distributed, or included in the school's website. Request specific dates for the material to be posted or distributed.
Building Principal	Screens all material before distributing or posting it to ensure compliance with the District's policy and procedures, including that all material and literature be student-oriented and have the sponsoring organization's name prominently displayed. 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. Determines the appropriate location for posting the material and/or distributing it, provided that any distribution by staff is done without discussion. Informs the organization whether its request is accepted or rejected. Removes all materials that are out-of-date from the building and/or website.
Community, Educational, Charitable, Recreational, or Other Organizations	Have the material or posters delivered to the school. The school will not make copies. Provide in electronic format any information that the Building Principal agreed to publish on the school's website.

Requests from Commercial Companies to Advertise and/or Distribute Material

Actor	Action
Commercial Companies	Direct to the Assistant Superintendent for Business and Operations all requests to advertise on school grounds or in school publications. Specifically identify the requested location for advertisements, i.e.: (a) athletic field fence, (b) athletic grounds, theater, and/or (c) scoreboards. Prominently display the company's name on all advertising.

Actor	Action
	Provide a copy of the proposed advertisement to the Assistant Superintendent for Business and Operations
Assistant Superintendent for Business and Operations	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. May approve a commercial request related to graduation, class pictures, or class rings. For all other commercial requests, makes a dispositional recommendation during an open School Board meeting. After the Board’s decision, takes all appropriate steps.
School Board	The District does not pay for the creation of any advertising. Current minimum fees are: Athletic field fences (4X6 Banners) \$ 250 per season Athletic Grounds \$ 500 per season Theater \$ 250 per performance Scoreboards \$ 500 per season Announcements at games \$ 100 per season Websites \$ 2,000 for year

Updated: 9-1-15