

ADVERTISING AND PROMOTION**DISTRIBUTION OF MATERIALS**

Materials generated by non-students may be distributed or posted in district schools only when prior approval has been granted by the Superintendent or designee.

Unless generated by the school, surveys or questionnaires requiring student or parent/guardian response also must be first approved by the Superintendent or designee. All materials to be distributed shall bear the name and contact location of the sponsoring group.

MESSAGE BOARDS/ELECTRONIC OR OTHERWISE

The hanging of banners/signs anywhere on a school site or the erection of message boards - electronic or otherwise to communicate with parents, students, staff or the general public must be approved in advance by the Superintendent or designee. Advertising on message boards(except for those on athletic scoreboards)shall be limited to a corporate name included in association with honoring/acknowledging student accomplishments as an individual or through membership on (a) a school team or (b) in a school organization. Advertising displayed in support of athletic events must be mounted toward the spectators and away from the extension of the campus. The message shall be on display for a limited period of time, i.e., one week, one season of the sport. The nature of the display and the length of its appearance must be approved in advance by the Superintendent or designee.

PROHIBITIONS

Materials shall not be distributed to students, advertised in school-sponsored publications or displayed on message boards if they:

1. Are obscene, libelous, or slanderous.
2. Incite students to commit unlawful acts, violate school rules, or disrupt the school's orderly operation.
3. Discriminate against, attack or denigrate any group on account of sex, disability, race, color, natural origin, religious creed, age, marital status, or sexual orientation, or promote one group over another.
4. Solicit funds or services for an organization, with the exception of solicitations authorized in Board policy.
5. Promote the use or sale of materials or services, which are illegal or inconsistent with school objectives. Ads for tobacco, intoxicants, and r-rated and x-rated movies or products shall not be used.

Before publication, the Superintendent or designee shall review all advertising copy to assure that it complies with the provisions of Board policy and administrative regulations.

At their discretion, teachers may use commercial-free instructional television programs and other instructional materials that do not require advertising to be viewed.

District schools shall not distribute unsolicited merchandise for which an ensuing payment is requested.