

Community Relations

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

Requests from Community, Educational, Charitable, Recreational, or Other Organizations

Actor	Action
Community, Educational, Charitable, Recreational, or Other Organizations	<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	<p>Refers all materials to the Superintendent or designee for screening to ensure compliance with the District's policy and procedures.</p> <p>Note: An administrator in the central office enhances coordination and ensures that all buildings in the district are operating uniformly. For districts that wish to leave the screening of materials to building principals, replace: "Superintendent or designee" in the next row with "Building Principal" and delete this row.</p>
Superintendent or designee	<p>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.</p> <p>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.</p> <p>Note: Consult the Board Attorney. Allowing one organization to distribute non-religious materials at school, but prohibiting the distribution of religious materials by another, may negate indemnification for school administrators and the district. See <u>Morgan v. Swanson</u>, -- F.3d -- (5th Cir., 2014) (granting -after several years of reversals, remands, and procedural motions-qualified immunity to an elementary school principal who allowed parents to distribute non-religious materials but prohibited another parent from distributing religious materials during an in-class winter party).</p> <p>Determines the appropriate location for posting the material and/or distributing it, provided that any distribution by staff is done without discussion.</p> <p>Informs the organization whether its request is accepted or rejected.</p> <p>Removes all materials that are out-of-date from the building and/or website.</p>

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.
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Requests from Commercial Companies to Advertise and/or Distribute Material

Actor	Action
Commercial Companies	Direct to the Superintendent 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, theater, or music programs, and/or (c) scoreboards. Prominently display the company's name on all advertising. Provide a copy of the proposed advertisement to the Superintendent.
Superintendent	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	From time-to-time, by Board resolution, determines minimum fees for advertising space. All fees are subject to negotiation and Board approval. Current minimum fees are: Athletic field fences \$ _____ Athletic, theater, or music programs \$ _____ Scoreboards \$ _____

ADOPTED: 5/28/2013

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