

(SCHOOL DISTRICT)
SCHOOL ADVERTISING GUIDELINES

STUDENT PUBLICATIONS AND PRODUCTIONS

The Board of Education may sponsor student publications and productions as a means for students to learn, under adult direction, the rights and responsibilities of the press in a free society.

For purposes of this policy, “publications” shall include any audio, visual, or written materials such as tapes, banners, films, pamphlets, notices, newspapers, books, web pages, internet productions, or other like materials. “Productions” shall include theatrical performances as well as impromptu dramatic presentations, radio/television productions, and any electronic media presentations which represent the School District and the student’s work within the District.

Such publications and productions also play a vital role in the school program by:

- A. interpreting students and the school to the community;
- B. serving as public relations media;
- C. developing skills in communicating via the mass media;
- D. developing acceptable methods for preserving the constitutional provision of free speech.

In sponsoring a student publication or production, the Board is mindful of the fact that the publication could be available to any student attending this school, and must, therefore, generally be suitable for all students.

Issues on which opposing points of view have been promulgated by responsible opinion may be introduced in a school-sponsored publication or production provided equal opportunity is given to present each view and provided further that the material generally is acceptable to this community.

Advertising is permitted in school newspapers, yearbooks, programs, etc. which are published by student organizations. Permission should be given by the principal.

The Board reserves the right to designate and prohibit the distribution of publications and productions which are not protected by the right of free expression because they violate the rights of others. Such unprotected materials are those which:

- A. are grossly prejudicial to an ethnic, religious, racial, or other delineated group;
- B. libel any specific person or persons;
- C. seek to establish the supremacy of a particular religious denomination, sect, or point of view over any other religious denomination, sect, or point of view;
- D. advocate the use or advertise the availability of any substance or material which may reasonably be believed to:
 - 1. constitute a direct and substantial danger to the health of students;
 - 2. contain obscenity or material otherwise deemed to be harmful to impressionable students who may receive them;
 - 3. incite violence, advocate the use of force, or urge the violation of law or school regulations.

The Board also prohibits publications and productions which:

- A. fail to identify the student or organization responsible for distribution;
- B. solicit funds for non-school organizations or institutions when such solicitations have not been approved by the Board;
- C. promote, favor or oppose any candidate for election to the Board or the adoption of any bond issue, proposal, or question submitted at any election.

The decision to publish or produce something shall be made by the advisor with appeal to the principal and Superintendent.

RELATIONS WITH SPECIAL INTEREST GROUPS

Any request from civic institutions, charitable organizations, or special interest groups which involve such activities as patriotic functions, contests, exhibits, sales of products to and by students, sending promotional materials home with students, graduation prizes, fund raising, and free teaching materials must be carefully reviewed to ensure that such activities promote student interests without advancing the special interests of any particular group.

It is the policy of the Board of Education that students, staff members, and District facilities not be used for advertising or promoting the interests of any non-school agency or organization, public or private, without the approval of the Board or its delegated representative; and any such approval, granted for whatever cause or group, shall not be construed as an endorsement of said cause or group by this Board.

A. Political/Commercial Interests

All materials or activities proposed by outside political or commercial sources for student or staff use or participation shall be reviewed by the Superintendent on the basis of their educational contribution to part or all of the school program, benefit to students, good taste and no such approval shall have the primary purpose of advancing the name, product, or special interest of the proposing group.

The Board shall permit the use of educational materials, programs, and equipment which contains commercial messages providing the content of such messages and the manner of presentation has been approved by the Superintendent and is in compliance with the District's administrative guidelines.

Outside persons representing commercial organizations will be welcome only when the commercial aspect is limited to naming the organization represented and the subject matter advances the educational aims of the District.

B. Contests/Exhibits

The Board recognizes that contests, exhibits, and the like may benefit individual students or the District as a whole, but participation in such special activities may not:

1. have the primary effect of advancing a special product, group, or company;
2. make unreasonable demands upon the time and energies of staff or students or upon the resources of the District;
3. interrupt the regular school program;
4. involve any direct cost to the District unless the student body as a whole derives benefit from such activities;
5. cause the participants to leave the School District, unless the Board's policy on field and other district-sponsored trips has been complied with in all aspects.

C. Distribution/Posting of Literature

No outside organization or staff member or student representing an outside organization may distribute or post literature on that organization's behalf on District property either during or after school hours without the permission and prior review of the principal.

The Superintendent shall establish administrative guidelines which ensure that:

1. criteria established regarding Student Publications and Productions are used to make a decision regarding materials that students seek or post or distribute;
2. distribution or posting of materials employees wish to distribute on behalf of an employee organization comply with the terms of negotiated, collectively-bargained agreements;
3. the school mail system is not used by students or staff for distribution of non-school related materials;
4. no materials from any profit-making organization are distributed for students to take home to their parents unless authorized by the Superintendent;
5. the time, place, and manner of distribution of all non-school related materials is clearly established and communicated.

D. Solicitation of Funds

Any outside organization or staff member representing an outside organization desiring to solicit funds on school property must receive permission to do so from the Superintendent.

Permission to solicit funds will be granted only to those organizations or individuals who meet the permission criteria established in the District's administrative guidelines. Solicitation must take place at such times and places and in such a manner as specified in the administrative guidelines. In accordance with Board policy, no District student may participate in the solicitation without the Superintendent's approval.

1. The Board disclaims all responsibility for the protection of, or accounting for, such funds.
2. Solicited funds are not to be deposited in any regular or special accounts of the District.
3. A copy of this policy as well as the relevant administrative guidelines shall be given to any individual granted permission to solicit funds on District property.
4. This policy does not apply to the raising of funds for District-sponsored or school-sponsored activities.

E. Prizes/Scholarships

The Board is appreciative of the generosity of organizations which offer scholarships or prizes to deserving students in this District. But, in accepting the offer of such scholarships or prizes, the Board directs that these guidelines be observed:

1. No information either academic or personal shall be released from the student's record for the purpose of selecting a scholarship or prize winner without the permission of the student who is eighteen (18), or the parents of a student who is younger in accordance with the Board's policy on student records.
2. The type of scholarship or prize, the criteria for selection of the winner, and any restrictions upon it shall be approved by the principal.
3. The principal, together with a committee of staff members designated by the principal, shall be involved in the selection of the recipient and, if agreeable to the sponsoring organization, the selection shall be left entirely to the principal and staff committee.

F. Sale of School Supplies

In determining the appropriateness of the sale of school supplies by organizations other than the School District, the Board requires that:

1. the organization have a purpose which will benefit the School District and its students;
2. the organization's planned activities are clearly in the best interest of the School District and its students;
3. the organization has submitted the following information and assurances on the form provided by the District: a statement noting the purpose of the organization, financial accountability assurances, and use of facility assurances.

All funds generated by the sale of such school supplies shall be kept separate from other activity funds or other transactions of the Board.

G. Surveys and Questionnaires

Neither District-related nor nondistrict-related organizations shall be allowed to administer a survey or questionnaire to students or staff unless the instrument and proposed plan is submitted, in advance, to the Superintendent. If approved, a copy of the results and the proposed manner of their communication are to be provided to him/her for review and approval before they are released.