

Community Relations

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

No material or literature shall be posted or distributed that would:

- (1) disrupt the educational process,
- (2) violate the rights or invade the privacy of others,
- (3) infringe on a trademark or copyright, or
- (4) be defamatory, obscene, vulgar, or indecent.

Community, Educational, Charitable, or Recreational Organizations

Community, educational, charitable, recreational, or similar groups may, under procedures established by the Superintendent, advertise events pertinent to students' interests or involvement. This may include displaying posters in areas reserved for community posters, having flyers distributed to students, or being included in the school's or District's website where appropriate. All material and literature must be student-oriented and have the sponsoring organization's name prominently displayed.

Commercial Companies and Political Candidates or Parties

Commercial companies may purchase space for their advertisements in or on:

- (1) athletic field fences,
- (2) athletic, theater, or music programs,
- (3) scoreboards, or
- (4) other appropriate location.

The advertisements must be consistent with this policy and its implementing procedures and must be approved by the Board. No Board approval is needed for commercial material related to graduation, class pictures, or class rings.

No individual or entity may advertise or promote its interests by using the names or pictures of the District, or facility, staff-members, or students, except as authorized by and consistent with administrative procedures and approved by the Board.

Material from candidates and political parties will not be accepted for posting or distribution, except when used as part of the curriculum.

LEGAL REF.: Berger v. Rensselaer Central School Corp., 982 F.2d 1160 (7th Cir. 1993), cert. denied, 113 S.Ct. 2344 (1993).
 DiLoreto v. Downey Unified School Dist., 196 F.3d 958 (9th Cir. 1999).
 Hedges v. Wauconda Community Unit School Dist., No. 18, 9 F.3d 5 (7th Cir. 1993).
 Lamb's Chapel v. Center Moriches Union Free School Dist., 113 S.Ct. 2141(1993).
 Sherman v. Community Consolidated School Dist. 21, 8 F.3d 1160 (7th Cir. 1993), cert. denied, 114 S.Ct. 2109 (1994).

CROSS REF.: 7:325 (Student Fund-Raising Activities), 7:330 (Student Use of Buildings – Equal Access)

Adopted by the Board of Education February 2002

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