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

| Requests from Community, Educational, Charitable, Recreational, or Other Organizations |
| Actor | Action |
| Community, Educational, Charitable, Recreational, or Other Organizations | • Direct to the Superintendent or designee all requests to advertise events pertinent to students’ interests or involvement.  
• Complete required form (8.25-E1) and email it and a copy of all materials to flyers@unit5.org  
• Materials should be submitted at least one week prior to event date. |
| Superintendent or designee | • Screens all material before distributing or posting it to ensure compliance with the District’s policies 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.  
• Informs the organization whether its request is accepted or rejected.  
• Removes all materials that are out-of-date from the District website. |
| Building Principal or designee | • Confirms that the organization’s request has been granted.  
• Determines the appropriate location for posting the material and/or distributing it, provided that any distribution by staff is done without discussion.  
• Removes from the building all materials that are out-of-date. |
| Community, Educational, Charitable, Recreational, or Other Organizations | • Provide in electronic format any information that the District agrees to publish on its website.  
• Provide the number of requested paper copies.  
• Groups MUST provide paper copies of flyers if they want their material displayed on the website. |

| Requests from Commercial Companies to Advertise and/or Distribute Material |
| Actor | Action |
| Commercial Companies | • Direct to the Superintendent or designee all requests to advertise on school grounds or in school publications.  
• Specifically identify the requested location for advertisements.  
• Prominently display the company’s name on all advertising.  
• Provide a copy of the proposed advertisement to the Superintendent or designee. |
<table>
<thead>
<tr>
<th>Actor</th>
<th>Action</th>
</tr>
</thead>
</table>
| Superintendent or designee | • Screens all proposed advertisements 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.  
• For all other commercial requests, makes a dispositional recommendation to the Board of Education.  
• After the Board's decision, takes all appropriate steps.                                   |
| Building Principal        | • May approve a commercial request related to graduation, class pictures, or class rings.                                              |
| Board of Education        | • From time-to-time the Board may by resolution determine minimum fees for advertising space. All fees are subject to negotiation and Board approval. |

LEGAL REF.:  
- DiLoreto v. Downey Unified School Dist., 196 F.3d 958 (9th Cir. 1999).  
- Hedges v. Wauconda Community Unit School Dist. No. 118, 9 F.3d 5 (7th Cir. 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, 7.330, 8.25  
ADMIN. PROC.: 8.25-E1  
Adopted: March 16, 1970  
Reviewed: February 2016  
Amended: March 16, 2016