

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

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

<b>Actor</b>	<b>Action</b>
Community, Educational, Charitable, Recreational, or Other Organizations	<ul style="list-style-type: none"> <li>• Direct to the Superintendent or designee all requests to advertise events pertinent to students' interests or involvement.</li> <li>• Complete required form (8.25-E1) and email it and a copy of all materials to <a href="mailto:flyers@unit5.org">flyers@unit5.org</a></li> <li>• Materials should be submitted at least one week prior to event date.</li> </ul>
Superintendent or designee	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Rejects all requests to post or distribute material or literature that would:                             <ul style="list-style-type: none"> <li>(a) disrupt the educational process,</li> <li>(b) violate the rights or invade the privacy of others,</li> <li>(c) infringe on a trademark or copyright, or</li> <li>(d) be defamatory, obscene, vulgar, or indecent.</li> </ul> </li> <li>• Informs the organization whether its request is accepted or rejected.</li> <li>• Removes all materials that are out-of-date from the District website.</li> </ul>
Building Principal or designee	<ul style="list-style-type: none"> <li>• Confirms that the organization's request has been granted.</li> <li>• Determines the appropriate location for posting the material and/or distributing it, provided that any distribution by staff is done without discussion.</li> <li>• Removes from the building all materials that are out-of-date.</li> </ul>
Community, Educational, Charitable, Recreational, or Other Organizations	<ul style="list-style-type: none"> <li>• Provide in electronic format any information that the District agrees to publish on its website.</li> <li>• Provide the number of requested paper copies.</li> <li>• Groups <b>MUST</b> provide paper copies of flyers if they want their material displayed on the website.</li> </ul>

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

<b>Actor</b>	<b>Action</b>
Commercial Companies	<ul style="list-style-type: none"> <li>• Direct to the Superintendent or designee all requests to advertise on school grounds or in school publications.</li> <li>• Specifically identify the requested location for advertisements.</li> <li>• Prominently display the company's name on all advertising.</li> <li>• Provide a copy of the proposed advertisement to the Superintendent or designee.</li> </ul>

<b>Actor</b>	<b>Action</b>
Superintendent or designee	<ul style="list-style-type: none"> <li>• Screens all proposed advertisements to ensure that they will not:                             <ul style="list-style-type: none"> <li>(a) disrupt the educational process,</li> <li>(b) violate the rights or invade the privacy of others,</li> <li>(c) infringe on a trademark or copyright, or</li> <li>(d) be defamatory, obscene, vulgar, or indecent.</li> </ul> </li> <li>• For all other commercial requests, makes a dispositional recommendation to the Board of Education.</li> <li>• After the Board's decision, takes all appropriate steps.</li> </ul>
Building Principal	<ul style="list-style-type: none"> <li>• May approve a commercial request related to graduation, class pictures, or class rings.</li> </ul>
Board of Education	<ul style="list-style-type: none"> <li>• From time-to-time the Board may by resolution determine minimum fees for advertising space. All fees are subject to negotiation and Board approval.</li> </ul>

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. 118, 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).  
 Victory Through Jesus Sports Ministry v. Lee's Summit R-7 Sch. Dist., 640 F.3d 329 (8<sup>th</sup> Cir. 2011), cert. denied, 132 S.Ct. 592 (2011).

CROSS REF.: 7.325, 7.330, 8.25  
 ADMIN. PROC.: 8.25-E1

Adopted: March 16, 1970  
 Reviewed: February 2016  
 Amended: March 16, 2016