

COMMUNICATIONS FROM OUTSIDE THE SCHOOLS, INCLUDING ADVERTISING

Communications materials distributed to students or staff via the schools by non-school organizations (such as advertisements, announcements, posters, direct marketing materials, CDs, videos, etc.) are prohibited unless the Superintendent, or his/her designee, authorizes and approves any exceptions to this provision.

In order for the communication to be allowed, it must benefit the District or students. It should not, however:

- A. Have the primary effect of advancing a special product, group, or company;
- B. Make unreasonable demands upon the time and energies of staff or students, nor upon the resources of the District;
- C. Involve any direct cost to the District;
- D. Interrupt the regular school program;
- E. Cause participants to leave the District unless Policy 6153, regarding field trips, has been complied with in all aspects.

District facilities and publications shall not be used to advertise or promote the interests of any non-school agency or organization without the permission of the Superintendent.

The Board reserves the right to approve, reject, or discontinue the use of any promotional material, service, or product.

This policy does not apply to District-sponsored fund raising activities.

The Superintendent shall establish administrative guidelines to implement this policy and provide for an ongoing evaluation to determine the appropriateness of promotional/commercial materials, products, and services.

The administration of surveys, questionnaires, and requests for information by non-school organizations shall be prohibited unless approved by the Superintendent.

The Superintendent of Schools and the principals are urged to interpret this policy strictly. Exceptions may be made when, in their judgment, the best interests of the students will be served. In case of differences of opinion, the decision of the Superintendent of Schools will be final.

In all cases, the above policies will be executed by the Superintendent at his/her discretion. If any group or organization is not satisfied with such judgment as per the policy, it may petition the Board in writing.

Policy Adopted: 09/19/74

Policy Revised: 04/18/91

Policy Adopted: 08/22/02