

GUIDELINES FOR YOUR DISTRICT'S REFERENDUM

COMMUNICATIONS

THE NEWSPAPER

Board members and staff can write letters to the editor advocating passage or defeat of the referendum. Letters should be written during personal time using personal resources.

District leaders can challenge or correct inaccurate information presented in the media.

Paid advertisements can be placed in the media as long as district funds are not used.

SCHOOL NEWSLETTERS

School newsletters can be used to provide factual information about the referendum. They cannot be used to advocate passage or defeat.

EMAIL

Email sent from the district office should contain only factual information about the referendum. District email messages cannot advocate passage or defeat. Board members and staff can send promotional emails from their personal computers on their own time.

PRESENTATIONS

Board members and staff can give informational presentations to parent and community groups. If the presentations are promotional, then staff members must use their own time and resources, and board members must not collect per diems or reimbursement for expenses.

CABLE PUBLIC ACCESS

Board members and staff can use public access to promote referenda, just as any private citizen can. They must do it on their own time, and they may not use district equipment. They cannot be reimbursed by the district for any related expenses.

STAFF

MAILBOXES

District mailboxes provide for internal communication between employers and employees. They can be used to provide factual information, but they should not be used to distribute promotional materials. School districts should have policies that identify appropriate use of school mailboxes.

WHATEVER
ACCESS
IS PROVIDED TO
VOTE-YES
GROUPS
MUST ALSO BE
PROVIDED TO
VOTE-NO
GROUPS.

STUDENTS

Do not send promotional materials home with students. There is no statutory prohibition against sending informational materials home with students. However, district officials should carefully weigh the perception of this practice.

Students can wear vote-yes buttons, t-shirts, etc. to school if such items do not interfere with the normal operations of the school. If this is allowed, however, students must also be allowed to wear vote-no buttons and t-shirts.

Do not allow staff to advocate for a referendum's passage or defeat to students. If teachers want to discuss the referendum in a relevant class (civics, government, etc.), these discussions must be neutral.

Former students—those attending college, for example—can vote on the referendum via absentee ballots as long as they are not registered in their new locations.

UNIONS

Employee unions are independent entities. These organizations may campaign for or against any ballot issue presented by the district.

Staff cannot engage in campaign activities during work hours, and they cannot use district resources to advocate the passage or defeat of a ballot question.

PERSONAL EXPRESSION

Board members and staff can serve on vote-yes or vote-no committees during their personal time.

Board members and staff can put vote-yes or vote-no stickers on the vehicles they drive to school. This is an exercise of free speech.

Staff cannot advocate for a referendum's passage or defeat while they are being paid by the school. Whether staff can wear vote-yes or vote-no buttons while working is an unsettled issue. MSBA believes the district has the authority to prohibit such buttons in school. Although staff may claim the right to free speech, the district has an obligation to control behavior that would cause disruption in the school.

Board members and staff can display referendum-related lawn signs in their yards. Check local ordinances for regulations regarding lawn signs.

Board members and staff can donate their own money to support or oppose any district ballot question.

Board members and staff can participate in promotional phone-calling campaigns on their own time using their own resources. They cannot use district phones.

Staff and board members can serve as election judges with the exception of board members who are running for election. However, voters may not perceive staff and board members as impartial judges.

THERE IS A
BIG DIFFERENCE
BETWEEN WHAT
SCHOOL LEADERS
CAN DO
AND WHAT THEY
SHOULD DO.
THE KEY IS TO
KNOW YOUR
COMMUNITY.

DISTRICT BUILDINGS

If your school building is being used as a voting site, remember that materials advocating defeat or passage of a ballot question cannot be worn or distributed within 100 feet of the polling site.

People serving on vote-yes or vote-no committees may ask to use district meeting space. Your district should have a policy regarding use of district buildings by non-school groups. Follow the policy and treat all groups equitably.

Do not use district telephones, copiers, computers or other equipment for promotional work.

Do not display promotional materials on district property.

The district can restrict the distribution of campaign literature at school events. The district should have a policy regarding this practice, and everyone should be treated consistently.

ELECTION DAY ACTIVITIES

Vote-yes and vote-no committee members can distribute stickers with political messages on Election Day. They must be handed out at least 100 feet or more from a polling site.

Election Day advertising is allowed. That means vote-yes and vote-no groups can continue promotional work through the election.

*This guide was developed by
MSBA in August 2005.
Check with your local attorney
for changes in the law and
recent court cases.*

