

## Community Relations

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

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

Actor	Action
Community, Educational, Charitable, Recreational, or Other Organizations	<p>Direct to the Building Principal all requests to advertise events pertinent to students’ interests or involvement.</p> <p>Specifically describe the material or content proposed to be displayed, distributed, included in the school’s website, and/or included on District-issued electronic learning devices.</p> <p>Request specific dates for the material to be displayed or distributed.</p>
Building Principal	Refers all materials to the Superintendent or designee for screening to ensure compliance with the District’s policy and procedures. <sup>1</sup>
Superintendent or designee	<p>Screens all material before distributing or posting it to ensure compliance with the District’s policy and procedures, including that all material and content be student-oriented, have the sponsoring organization’s name prominently displayed, and clearly state that the organization is not affiliated with the District.</p> <p>Rejects all requests to post or distribute material or content 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. <sup>2</sup></p> <p>Determines the appropriate location for the content, provided that any distribution by staff is done without discussion.</p> <p>Informs the organization whether its request is accepted or rejected.</p> <p>Removes all materials and/or content that are out-of-date from the building, website, and/or District-issued learning devices.</p>
Community, Educational, Charitable, Recreational, or	Deliver the material or content to the school. The school will not make copies.

**The footnotes should be removed before the material is used.**

<sup>1</sup> An administrator in the central office enhances coordination and ensures that all buildings in the district are operating uniformly. For districts that wish to leave the screening of materials to building principals, replace: “Superintendent or designee” in the next row with “Building Principal” and delete this row.

<sup>2</sup> Consult the Board Attorney. Allowing one organization to distribute non-religious materials at school, but prohibiting the distribution of religious materials by another, may negate indemnification for school administrators and the district. See Morgan v. Swanson, 755 F.3d 757 (5th Cir. 2014) (granting, after several years of reversals, remands, and procedural motions, qualified immunity to an elementary school principal who allowed parents to distribute non-religious materials but prohibited another parent from distributing religious materials during an in-class winter party).

Other Organizations	Provide in electronic format any information that the Building Principal agreed to publish on the school’s website or District-issued learning devices.
---------------------	---

Requests from Commercial Companies to Advertise and/or Distribute Material

<b>Actor</b>	<b>Action</b>										
Commercial Companies	<p>Direct to the Superintendent all requests to advertise on school grounds, in school publications, or on District-issued learning devices.</p> <p>Specifically identify the requested location for advertisements, i.e.: (a) athletic field fences, (b) athletic, theater, or music programs, (c) student newspapers or yearbooks, (d) scoreboards, and/or (e) other appropriate locations. <sup>3</sup></p> <p>Prominently display the company’s name on all advertising.</p> <p>Provide a copy of the proposed advertisement to the Superintendent.</p>										
Superintendent	<p>Screens all proposed ads to ensure that they follow Board policy 8:25, <i>Advertising and Distributing Materials in Schools Provided by Non-School Related Entities</i>, and 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.</p> <p>May approve a commercial request related to graduation, class pictures, or class rings.</p> <p>For all other commercial requests, makes a dispositional recommendation during an open School Board meeting.</p> <p>After the Board’s decision, takes all appropriate steps.</p>										
School Board	<p>From time-to-time, by Board resolution, determines minimum fees for advertising space. All fees are subject to negotiation and Board approval. Current minimum fees are:</p> <table style="margin-left: 40px;"> <tr> <td>Athletic field fences</td> <td>\$ _____</td> </tr> <tr> <td>Athletic, theater, or music programs</td> <td>\$ _____</td> </tr> <tr> <td><u>Student newspapers or yearbooks</u></td> <td>\$ _____</td> </tr> <tr> <td>Scoreboards</td> <td>\$ _____</td> </tr> <tr> <td><u>Other appropriate locations</u></td> <td>\$ _____</td> </tr> </table>	Athletic field fences	\$ _____	Athletic, theater, or music programs	\$ _____	<u>Student newspapers or yearbooks</u>	\$ _____	Scoreboards	\$ _____	<u>Other appropriate locations</u>	\$ _____
Athletic field fences	\$ _____										
Athletic, theater, or music programs	\$ _____										
<u>Student newspapers or yearbooks</u>	\$ _____										
Scoreboards	\$ _____										
<u>Other appropriate locations</u>	\$ _____										

The footnotes should be removed before the material is used.

<sup>3</sup> The Student Online Personal Protection Act (SOPPA) (105 ILCS 85/, added by P.A. 100-315) provides safeguards to protect the privacy and security of data about students when it is collected by educational technology companies. It specifically prohibits *targeted advertising* (presenting advertisements to students where they are selected based on information obtained or inferred over time from that students’ online behaviors, usage of applications, or *covered information* (as defined by SOPPA)). For more discussion about SOPPA, see f/n 5 in policy 8:25, *Advertising and Distributing Materials in Schools Provided by Non-School Related Entities*.