

**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

<b>Person Responsible</b>	<b>Action</b>
Community, Educational, Charitable, Recreational, or Other Organizations	<p>Direct to the District Superintendent all requests to advertise events pertinent to students' interests or involvement.</p> <p>Specifically present the material or literature proposed to be displayed or distributed by providing a copy to the superintendent or designee.</p> <p>Request specific dates for the material to be posted or distributed.</p>
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 literature be student-oriented and have the sponsoring organization's name prominently displayed.</p> <p>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, (d) be defamatory, obscene, vulgar, or indecent, (e) profit a single individual or company, (f) items of commercial value (ex: coupons, sale flyers, advertisements, etc.) are not permitted unless as part of a current park district affiliation, or (g) direct solicitation letters to students, families and/or staff members.</p> <p>Determines the appropriate location for posting the material and/or distributing it, 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Removes all materials that are out-of-date from the building.</p>
Community, Educational, Charitable, Recreational, or Other Organizations	<p>Have the correct amount of material or posters delivered to the school. Materials must be organized as requested by district. The school will not make copies, nor is it responsible for separating material into categories.</p>

Requests from Commercial Companies to Advertise and/or Distribute Material

<b>Person Responsible</b>	<b>Action</b>
Commercial Companies	<p>Direct to the Superintendent all requests to advertise on school grounds or in school publications.</p> <p>Specifically identify the requested location for advertisements, i.e.: (a) athletic field fence, (b) athletic, theater, or music programs, and/or (c) scoreboards.</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 or designee	<p>Screens all proposed ads 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, (d) be defamatory, obscene, vulgar, or indecent, (e) profit a single individual or company, (f) items of commercial value (ex: coupons, sale flyers, advertisements, etc.) are not permitted unless as part of a current park district affiliation, or (g) direct solicitation letters to students, families and/or staff members.</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> <p>Athletic field fences \$ _____</p> <p>Athletic, theater, or music programs \$ _____</p> <p>Scoreboards \$ _____</p>

Approved January 15, 2009