

Germantown Municipal School District

Monitoring: Review: Annually, in January	Descriptor Term: <h2 style="text-align: center;">Advertising and Distribution of Materials in the Schools</h2>	Descriptor Code: <h3 style="text-align: center;">1.806</h3>	Issued Date: <h3 style="text-align: center;">02/17/14</h3>
		Rescinds:	Issued:

- 1 No part of the school system, including the facilities, the name, the staff, and the students, shall be used
- 2 for advertising or promoting the interests of any commercial, political or other non-school agency or
- 3 organization except that:
 - 4 1. The school may cooperate in furthering the work of any non-profit, community-wide social
 - 5 service agency, provided that such cooperation does not restrict or impair the educational
 - 6 programs of the schools;
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 - 8 2. The school may participate in radio or television programs under acceptable commercial
 - 9 sponsorship when such programs are educationally beneficial;
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 - 11 3. Community, educational, charitable, recreational and other similar civic groups may advertise
 - 12 event pertinent to students' interests or involvement. Such advertisement, including the
 - 13 distribution of materials, shall be subject to any procedures related to time, place and manner
 - 14 established by the principal;
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 - 16 4. The principal shall screen all materials prior to distribution to ensure their appropriateness.
 - 17 The principal may prohibit materials that:
 - 18 a. would likely to cause substantial disruption of the operation of the school;
 - 19 b. violate the rights of others;
 - 20 c. are obscene, lewd or sexually explicit; or
 - 21 d. students would reasonably believe to be sponsored or endorsed by the school.
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 - 23 5. The school may, upon approval of the director of schools, cooperate with any governmental
 - 24 agency in promoting activities which advance the education or other best interests of the
 - 25 students;
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 - 27 6. Political literature shall not be distributed through the school to students, nor sent home to
 - 28 parents, nor placed in teachers' mail boxes, lounges, or on school premises;
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 - 30 7. Political signs for people who are running for public office shall not be allowed on school
 - 31 property except those being held by poll workers on election day; and
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 - 33 8. School publications may accept and publish paid advertising under procedures established by
 - 34 the director of schools.

1 All advertising shall meet the following criteria:

- 2 1. No advertising shall be allowed that is not age-appropriate to the students attending the
3 institution or those who might reasonably be expected to view such advertisements;
- 4 2. No advertising shall promote the use of drugs, alcohol, tobacco, or gambling;
- 5 3. No advertising shall adversely affect the District's reputation or image; and
- 6 4. No advertising shall be lewd, obscene, or sexually explicit.

7 **USE OF SCHOOL NAME**

8 No school or community organization, employee, student or other person may use the name of the
9 school system or an individual school in any promotional manner or for personal benefit without prior
10 approval of the Board.

Cross References

Board-Community Relations 1.500
Vendor Relations 2.809
Staff-Community Relations 5.606
Student Publications 6.704