

# Lakeland Board of Education

Monitoring: <b>Review: Annually, in September</b>	Descriptor Term: <b>Advertising and Distribution of Materials in the Schools</b>	Descriptor Code: <b>1.806</b>	Issued Date: <b>03/17/14</b>
		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:  
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- 5 1. The school may cooperate in furthering the work of any non-profit, community-wide social ser-  
6 vice agency, provided that such cooperation does not restrict or impair the educational programs  
7 of the schools;  
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  - 9 2. The school may participate in radio or television programs under acceptable commercial sponsor-  
10 ship when such programs are educationally beneficial;  
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  - 12 3. Community, educational, charitable, recreational and other similar civic groups may advertise  
13 event pertinent to students' interests or involvement. Such advertisement, including the distribu-  
14 tion of materials, shall be subject to any procedures related to time, place and manner established  
15 by the principal;  
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  - 17 4. The principal shall screen all materials prior to distribution to ensure their appropriateness. The  
18 principal may prohibit materials that:  
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    - 20 a. would likely to cause substantial disruption of the operation of the school;
    - 21 b. violate the rights of others;
    - 22 c. are obscene, lewd or sexually explicit; or
    - 23 d. students would reasonably believe to be sponsored or endorsed by the school.  
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  - 25 5. The school may, upon approval of the superintendent, cooperate with any governmental agency  
26 in promoting activities which advance the education of the students;  
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  - 28 6. Political literature shall not be distributed through the school to students, nor sent home to par-  
29 ents, nor placed in teachers' mail boxes, lounges, or on school premises;  
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  - 31 7. Political signs for people who are running for public office shall not be allowed on school prop-  
32 erty except those being held by poll workers on election day; and  
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  - 34 8. School publications may accept and publish paid advertising under procedures established by the  
35 superintendent.  
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