

Distribution of Materials and Advertising in the Schools

An effort shall be made to ensure students and faculty of the schools are protected from undue intrusions on their time caused by announcements, posters, bulletins, and communications from individuals and organizations not directly connected with the schools. Distribution of materials in the schools shall serve a community, educational, charitable, or non-profit recreational, or similar purpose. Advertisements for the purpose of generating revenue for extra-curricular activities are permitted provided the building principal approves such fund raising activity.

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

No material or literature shall be posted or distributed that would: (1) disrupt the educational process, (2) violate the rights or invade the privacy of others, (3) infringe on a trademark or copyright, or (4) be defamatory, obscene, vulgar, indecent, or proselytize.

Community, Educational, Charitable, or Non-profit Recreational Organizations

Community, educational, charitable, non-profit recreational or similar groups may, under procedures established by the Superintendent, advertise events pertinent to students' interests or involvement. This may include displaying posters in areas reserved for community posters, having flyers distributed to students, or being included in the school's or District's website where appropriate. All material and literature must be student-oriented and have the sponsoring organization's name prominently displayed including contact information.

Commercial Companies and Political Candidates or Parties

Commercial companies may purchase space for their advertisements in or on: (1) athletic field fences, (2) athletic, theater, or music programs, (3) scoreboards, or (4) other appropriate location, provided the advertisements are consistent with administrative procedures and approved by the School Board. No Board approval is needed for commercial material related to graduation, class pictures, or class rings.

No part of the School District, including facilities, the name, the staff, and the students, shall be used for advertising or promoting the interests of any commercial company except as authorized by and consistent with administrative procedures and approved by the Board.

Material from candidates and political parties will not be accepted for posting or distribution, except when used as part of the curriculum.

Board Adopted: March 12, 1990

Revised: August 11, 2008

The source for much of this policy is the Illinois School Board Association.