

SCHOOL PUBLICATIONS AND ADVERTISING

Publications sponsored or funded by the school shall be known as school publications and exist as a laboratory tool to teach writing and journalistic skills. Newspapers represent the entire school community and should present various points of view and follow the recommended newspaper code for schools. It shall be the duty of the teacher, as the Principal's representative, to review material and make decisions regarding the appropriateness of each item.

Advertising in Schools/Use of District Name: No organization or entity shall utilize any District facilities or the District name for advertising or promotion unless authorized by the Superintendent. Building Principals may permit notices or handbills on employee or student bulletin boards if they desire to do so. Fee paid advertising in school newspapers, yearbooks, athletic programs, and athletic facility billboards is permitted.

Notice of Community (Non-Profit) Activities: The District may participate and/or cooperate with non-profit agencies and corporations with respect to the advertising or promotion of such non-profit agency or corporation if such participation and/or cooperation does not restrict or impair the educational program of the schools and is approved by the Superintendent or the Superintendent's designee. *Notices of community (non-profit) activities may be sent home with students.*

The District may participate in radio or television programs sponsored by commercial organizations when such participation is supplementary to or beneficial to the District and is approved by the Superintendent. In addition, the Superintendent may announce or authorize the announcement of commercially sponsored lectures, events, and activities of educational merit or significance.

For placement in any District publications or for placement in or on any District property or facilities, or in any notice to be sent home with students, the District shall not accept advertisements which:

1. depict tobacco products, alcohol products (including beer), drugs, or drug-related paraphernalia or products;
2. depict sex or sexual activity, or which are lewd, obscene, or pornographic as defined by prevailing community standards;
3. attack ethnic, religious, or racial groups (i.e., "hate" material);
4. promote hostility, disorder, or violence;
5. promote, endorse, or oppose any political candidate, beliefs, party, or issues;
6. are defamatory, misleading, or false;
7. promote illegal activities for minors; or
8. promote discrimination on the basis of race, color, national origin, handicap, disability, or gender.