

CALENDAR DATE: NONE	Sumner County Board of Education		
	Advertising and Distribution of Materials in the Schools	Descriptor Code:	Issued Date:
		BBDB	10/19/10
	Rescinds:	Issued:	
BBDB	05/16/06		

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AUTHORITY: 49-2-203(b)(10)

PURPOSE: To establish guidelines for advertising and distribution of promotional materials in Sumner County schools

APPLICATION: Director, Principals, Staff

DEFINITIONS: None

POLICY:

No part of the school system, including the facilities, the name, the staff, and the students, shall be used for advertising or promoting the interests of any commercial, political or other non-school agency or organization except that:

1. The school may cooperate in furthering the work of any non-profit, community-wide social service agency, provided that such cooperation does not restrict or impair the educational programs of the schools, and provided the principal follows other pertinent Board policy and Director of Schools' guidelines;
2. The school, upon approval of the Director of Schools, may participate in radio or television programs under acceptable commercial sponsorship when such programs are educationally beneficial;
3. Charity, civic, or other non-profit, non-religious, non-political organizations may advertise events pertinent to the students' interest or involvement. The distributors of any such material must follow the procedures set by the principal;
4. The school may, upon approval of the Director of Schools cooperate with any governmental agency in promoting activities which advance the education or other best interests of the students;
5. Political literature shall not be distributed through the school, nor sent home to parents, nor placed in teachers' mail boxes, lounges, or on school premises;
6. Political signs for people who are running for public office shall not be allowed on school property except on election day. Bumper stickers or magnets may be placed on cars. No stand alone campaign signs in the back of vehicles will be allowed to stay stationary on school property, except the day of election.
7. The Director shall provide a copy of this policy to the Registrar of Voters and request that a copy be presented to each election candidate in Sumner County at the time of qualification for election; and
8. School publications may accept and publish paid advertising under procedures established by the Director of Schools; and
9. Logos, advertisements, or any form of recognition by outside entities may, upon approval of the Director of Schools with Board acknowledgment be placed upon school property; facilities, equipment, and or materials.