



Book	Board Policy Manual
Section	Section 1
Title	Advertising and Distribution of Materials in the Schools
Code	1.806
Status	Active
Adopted	April 22, 1997
Last Revised	July 19, 2011
Last Reviewed	January 19, 2021

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-political organizations may advertise events pertinent to the students' interest or involvement or make available materials for pickup. The distributors of any such material must follow the procedures set forth in subsection 4. below.
4. Specifically, in order to ensure that students (1) are not coerced, however subtly, into accepting such private organizations' materials; and (2) do not view the District as endorsing these materials, the District will, at a minimum:
  - a. only allow private, non-school sponsored materials to be distributed as part of a neutral limited or other public forum that may be used by outside groups to distribute materials;
  - b. limit but may eliminate altogether personal interaction between individuals distributing the materials and students so as to avoid coercion, proselytizing, or the appearance of endorsement;
  - c. refrain from specially promoting or announcing, to the exclusion of all other materials, the availability of an individual private organization's materials; and require clear disclaimers of school endorsement to be posted at the distribution site.

Peck v. Upshur County Bd. of Educ., 155 F.3d 274, 288 (4th Cir. 1998) and Rusk v. Sullivan, 379 F.3d 418 (6th Cir. 2004)

5. This policy shall not be deemed to limit or restrict the freedom of students, acting on their own, to distribute religious literature to a fellow student when conducted in a materially non-disruptive manner.
6. The school may, upon approval of the Director of Schools cooperate with any governmental agency in promoting non-religious activities which advance the education or other best interests of the students;
7. 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;
8. Political signs for people who are running for public office shall not be allowed on school property except on election day;
9. 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;
10. School publications may accept and publish paid advertising under procedures established by the Director of Schools; and
11. 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.