

Dickson County Board of Education

Monitoring: Review: Annually, in September	Descriptor Term: Advertising and Distribution of Materials in the Schools	Descriptor Code: 1.806	Issued Date: 10/28/10
		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 director of schools, cooperate with any governmental agency
26 in promoting activities which advance the education or other best interests 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 director of schools.
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 - 37 9. With the building principal's approval, charity groups, scouts, or other non-profit organizations
38 may advertise events pertinent to the students' interest or involvement. The distributors of any
39 such material must follow the procedure set by the principal.
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Cross References:

Board-Community Relations 1.500

Vendor Relations 2.809

Staff Community Relations 5.606