

Wilson County Board of Education

Policy Description:

Advertising and Distribution of Materials in the Schools

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Policy Number:

1.806

Amended Date:

12/07/09

Rescinds:

Reviewed: 06/10

Issued: 06/03/04

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

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- 4 1. The school may cooperate with non-profit, community wide social service agencies, provided they are
- 5 acting in the best interest of students and that such cooperation does not restrict or impair the
- 6 educational programs of the schools;
- 7 2. The school may participate in radio or television programs under acceptable commercial sponsorship
- 8 when such programs are educationally beneficial;
- 9 3. Community, educational, charitable, religious, recreational, and other similar civic groups may advertise
- 10 events pertinent to students' interests or involvement. Such advertisement, including the distribution of
- 11 materials, shall be subject to time, place and manner restrictions established by the principal. Any
- 12 flyers, signs, posters, notices, announcements, advertisements or materials promoting such events
- 13 must include a disclaimer that the Wilson County School System and the Administration of the school
- 14 do not endorse or sponsor the events;
- 15 4. Although this policy is to be applied in a viewpoint-neutral fashion in so far as possible, the principal
- 16 shall screen all materials prior to distribution and prohibit those that:
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 - Would be likely to cause substantial disruption of the operation of school;
 - 19 • Violate the rights of others;
 - 20 • Are obscene, lewd, or sexually explicit;
 - 21 • Promote the use of drugs or alcohol; or
 - 22 • Would reasonably cause students to believe they are sponsored or endorsed by the school.

23 The principal, or his designee, shall screen all materials fifteen (15) calendar days prior to approval for
24 distribution. The material submitted cannot deviate from the original once it has been submitted and
25 approved.

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- 27 5. The school may, upon approval of the Director of Schools, cooperate with any governmental agency in
- 28 promoting activities which advance the education or other best interests of the students;
- 29 6. Political literature shall not be distributed through the school to students, nor sent home to parents, nor
- 30 placed in teacher's mail boxes or lounges. No outside agency shall be given access to employees'
- 31 mail boxes;
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- 7. Political signs for people who are running for public office shall not be allowed on school property except those being held by poll workers on election day; and
- 8. School publications may accept and publish advertising under procedures established by the Director of Schools and consistent with State and Federal law.

