

MANCHESTER CITY SCHOOLS

Policy Manual

Descriptor Code: 1.806 Advertising and Distribution of Materials in the Schools
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Rescinds: 1.806 Advertising and Distribution of Materials in the Schools
Rescind Date: 10/16/06
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Schools in the Manchester City School System may cooperate in furthering the work of any non-profit, community-wide social service agency where such cooperation does not restrict or impair the educational programs of the schools.

SURVEYS, QUESTIONNAIRES OR REQUESTS FOR INFORMATION

Surveys, questionnaires or requests for information from students or parents may not be distributed without specific approval from the director of schools or the director's designee.

DISTRIBUTION OF MATERIALS

With exception of materials related to approved student learning activities, non-school related literature from organizations or individuals shall be made accessible to students subject to the following guidelines:

- The sponsoring organization or individual must submit a written request for approval to the director of schools or the director's designee.
- A copy of the literature to be distributed must be attached to the written request unless prohibited by size and/or format, in which case the director or designee may accept a written description of the literature.
- The director of schools or director's designee, shall screen all materials prior to distribution to ensure their appropriateness. The director of schools or director's designee may prohibit material that:
 - would be likely to cause substantial disruption of the operation of the school;
 - violate the rights of others
 - are obscene, lewd or sexually explicit; or
 - students would reasonably believe to be sponsored or endorsed by the school.
- Upon approval, the director or designee shall issue a letter of approval for presentation by the organization or individual to the principal(s) or the school(s).
- Principals shall determine a reasonable time for distribution of approved materials that does not restrict or impair instruction. The principal shall place the materials in an accessible area and announce the availability of the materials for students to receive if interested.
- Political literature shall not be distributed through the school to students, nor sent home to parents, nor placed in teachers' mail boxes, lounges, nor published on any district or school web site, or on school premises.
- 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.

ADVERTISING

Community, educational, charitable, recreational and other similar civic groups may advertise events pertinent to students' interest or involvement subject to the following guidelines.

- Advertisements and/or announcements shall be approved by the director of schools or designee and shall be distributed in accordance with reasonable time, place and manner restrictions as established by the principal of the school(s).
- The director or designee may prohibit, advertisements and/or announcements that:
 - would likely cause substantial disruption of the operation of the school or the school system;
 - violate the rights of others;
 - are obscene, profane, vulgar, lewd or sexually explicit; or
 - students would reasonably believe to be sponsored or endorsed by the school or school system.
- The director or designee may permit the distribution of certain instructional materials, supplies and equipment which carry a recognized or registered trademark or logo of the contributor or business represented by the contributor.

MANCHESTER CITY SCHOOLS

Policy Manual

- The director or designee approve the cooperation with any governmental agency in promoting activities which advance the education or other best interests of the students;
- The advertisement or announcement shall contain the name of the sponsoring organization.
- The written advertisement shall contain the following disclaimer in minimum 121-point font and in bold letters. An announcement shall include an oral statement of the following disclaimer.

VIEWPOINTS EXPRESSED BY THE PROMOTERS, SPONSORS OR PARTICIPANTS IN THIS EVENT ARE NOT NECESSARILY THOSE OF THE MANCHESTER CITY SCHOOL SYSTEM, ITS EMPLOYEES OR ITS STUDENTS.

- Content of the advertisement or announcement shall be limited to information about the activity or activities; the time, date and place of the event(s); and the identity and contact information of a person who can provide additional information.
- District and school-based publications may accept and publish paid advertising with approval by the director of schools or designee.
- The director of schools or designee may approve the use of advertising in athletic events.

RADIO AND TELEVISION PROGRAMS

The school may participate in radio or television programs under acceptable commercial sponsorship when such programs are educationally beneficial with the approval of the director of schools or the director's designee.

SPEAKERS OR ENTERTAINERS

Persons not employed by the Board shall not be permitted to give talks or entertain in a school unless permission has been granted by the principal of the school and the director of schools or designee has been notified.

Legal References

Cross References

[1.500 Board – Community Relations](#)

[2.809 Vendor Relations](#)

[5.606 Staff – Community Relations](#)