

## **Section 9000 – General Public and Organizational Relations**

9370-R Free Materials Distribution and Advertising in Schools

9370-R

No student shall be forced to participate in the distribution of any non-school materials in the schools.

### Political Campaign Materials

Subject to the approval of the Superintendent, each building Principal shall establish rules and regulations governing the distribution of political campaign materials in the school building during election campaigns in order to afford opportunity for all viewpoints to be considered. No student shall be forced to participate in the distribution or receipt of any political materials.

### Special Interest Materials

No mailing lists of students or employees of the District shall be given to individuals, organizations, or vendors for distributing materials without the approval of the appropriate records custodian.

### Advertising in the Schools

Advertising in the student publications may promote products by brand name except that commercial ads must comply with the policy of the Board as to content and purpose. Distribution or posting of materials that are obscene, libelous or that may inflame or incite students so as to create a clear and present danger of the commission of unlawful acts on school property, or physical disruption to the orderly operation of the District is prohibited. Superintendent's Responsibilities Regarding Advertising:

### Superintendent's Responsibility Regarding Advertising in the Schools

The Superintendent will:

1. Approve or reject any sponsored educational material, service, or product in accordance with Board policy.
2. Inform advertisers of the level of knowledge, sophistication, and maturity of the audience to which their messages are intended.
3. Encourage teachers and students to explore the purposes, benefits, and risks of advertising.
4. Determine the types of material, products, and services for which advertising is not desirable.

Rules Accepted: June 29, 2009

**Grand Rapids Public Schools**