

Hamilton 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: 12/16/04
		Rescinds:	Issued: 10/20/22

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, with the approval of the director of schools or his or her designee, may cooperate in
6 furthering the work of any nonprofit, community-wide social service agency, provided that such
7 cooperation does not restrict or impair the educational programs of the schools;
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- 9 2. The school, with the approval of the director of schools or his or her designee, may participate
10 in radio or television programs under acceptable commercial spon-sorship when such programs
11 are educationally beneficial;
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- 13 3. Community, educational, charitable, recreational and other similar civic groups, with the approval of
14 the principal, director of schools or his or her designee, may advertise events pertinent to students'
15 interests or involvement. Such advertisement, including the distribution of materials, shall be
16 subject to any procedures related to time, place and manner established by the principal;
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- 18 4. The principal shall screen all materials prior to distribution to ensure their appropriateness. The
19 principal, with the approval of the director of schools or his or her designee, may prohibit
20 materials that:
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 - 22 a. would likely to cause substantial disruption of the operation of the school;
 - 23 b. violate the rights of others;
 - 24 c. are obscene, lewd or sexually explicit; or
 - 25 d. students would reasonably believe to be sponsored or endorsed by the school.
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- 27 5. The school may, upon approval of the director of schools or his or her designee, cooperate with any
28 governmental agency in promoting activities which advance the education or other best interests
29 of the students;
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- 31 6. Political literature shall not be distributed through the school to students, nor sent home to par-
32 ents, nor placed in teachers' mail boxes, lounges, or on school premises;
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- 34 7. Political signs for people who are running for public office shall not be allowed on school prop-
35 erty except those being held by poll workers on election day;
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- 37 8. School publications may accept and publish paid advertising under procedures established by the
38 director of schools;
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- 9. The principal shall at his/her discretion make one place available for the distribution of such material or may refuse to distribute material. Any exception to this policy shall require Board approval; and
- 10. Principals are not to use school time to distribute materials to students which are not related to the school system and/or the instructional program.
If a principal receives a request to distribute non-school related material, the principal will determine, with the approval of the director of schools or his or her designee, if appropriate to distribute to students. If so, the principal will place the material in a common area of the building and make the students aware that such material may be picked up by the students, if interested.
- 11. The school directory of employed personnel will be distributed to school and district administrators, and education-related agencies which have been authorized by the Director of Schools. The distribution of personnel directories in which names and addresses of employees are listed is restricted. Distribution of the directories for political, solicitation, sales or commercial purposes is prohibited.

Cross References:

- Board-Community Relations 1.500
- Vendor Relations 2.809
- Staff-Community Relations 5.606
- Student Publications 6.704