

**PUBLIC SOLICITATIONS, ADVERTISING AND ANNOUNCEMENTS IN THE SCHOOLS**

The schools should avoid exploiting students, whether by advertising or otherwise promoting products or services, soliciting funds or information, or securing participation in non-school-related activities and functions. At the same time, schools should inform and assist students to learn about programs, activities or information, which may be of help, service, or interest to them. To attempt a fair balance, the following general guidelines will apply. Any forum created herein is intended to be a closed forum limited to the purposes enumerated below and is not created for any other purpose. The District reserves the right to further limit or to eliminate any forum created herein at any time.

1. Announcements are defined as a verbal or written listing of a group or an activity, meeting time, location, cost of participation, and contact person and phone number for more information. A brief factual listing of activities may be appropriate. Message cannot present a specific viewpoint. Written announcements must be printed on a sheet of paper no larger than 8 1/2 x 11 inches. Announcements are to be approved prior to posting by the Superintendent or designee. All announcement requests are to be accompanied by a completed application for announcements, postings and distribution of materials. The disclaimer outlined in section 6 must be included in the announcement. Announcements may be posted for up to one month prior to the event and will be removed immediately following the meeting/activity date.
2. The school will not permit advertising that is designed for financial gain, except as provided in section three (3). This policy should not be construed as preventing a teacher from using instructional or informational materials, even though the materials might include reference to a brand, a product or a service. The building administrator may authorize the use of films and materials which simply bear the name of the producing company, but which do not in any way involve a program or the presence of any agent in the classroom.
3. The school may accept appropriate paid advertising to support MSHSAA sponsored activities and co-curricular clubs. Such paid advertising will only be accepted from businesses that transact business with or provide services to the district, or from businesses located within district boundaries or within 20 miles of the district boundaries, or from businesses which are majority owned by residents of the Pattonville School District. Advertising for MSHSAA sponsored activities and co-curricular clubs is limited to exterior fields, printed material such as programs or banners, and inside the school after normal school hours only.

No advertising for MSHSAA sponsored activities and co-curricular clubs shall be permitted which is libelous, obscene, or irresponsible; advocates an illegal activity, including activities illegal for minors; which may interfere with the requirements of appropriate discipline in the operation of the school; which may disrupt class work or involve disorder or invasion of the rights of others; would endanger the health and safety of its school community; and/or the Superintendent or designee deems in poor taste or inappropriate for school. The following guidelines apply to all advertising including that by businesses, nonprofit organizations, school groups, parents and individuals.

- Acceptance of advertising does not constitute an endorsement by the district, the school, the staff as a whole, or its individual members.
  - The school administration reserves the right to reject any advertisement.
  - Students who appear in advertising must sign a release form acknowledging that they will accept no monetary remuneration from the advertiser, and their appearance is one of support for the publication rather than the business or professional group.
  - All advertisements must clearly identify the advertiser.
  - The district's acceptance of such advertising is not intended to, and shall not, create an open forum for the expression of viewpoints or opinions. The district will not accept any advertising relating to any political, religious or philosophical beliefs, positions or subject matters.
4. Announcements are read over the loudspeaker at all levels. In addition, some of our schools also utilize television screens which display announcements continuously. Such announcements (whether by loudspeaker or video screen) are limited to school-allowed activities. Non-school regulated clubs may only make announcements if they are approved by the school principal and one of the following applies: a) last-minute changes in schedules which involve a significant number of students who might not otherwise learn of the schedule change; for example, the cancellation of an outdoor activity due to inclement weather or change in availability of ice time for hockey practice; b) scheduling of athletic events; or c) recognition of significant awards and achievements by students in non-school regulated clubs.
5. A bulletin board is available for announcing certain types of non-school-allowed activities at the High School. Use of this bulletin board is limited to announcing programs or services for student groups. Announcement guidelines can be found in section one. The bulletin board shall not be used by for-profit businesses. Materials to be posted on the bulletin board must be approved by the Superintendent or Superintendent's designee.
6. No pamphlets, leaflets, flyers, announcements, or similar materials which relate to non-school-allowed activities shall be directly distributed to students on school premises. However, such materials may be made available to be picked up by students who wish to do so, in designated areas. Signs shall be prominently posted in such areas stating that the school does not sponsor or endorse the activities. The materials themselves must contain a disclaimer stating that the Pattonville School District does not endorse the activity and that the district is not affiliated with, and does not sponsor the organization. Such materials must be approved by the Superintendent or Superintendent's designee. Distribution of such materials shall be limited to a) local municipalities, b) charities which operate on a nationwide basis, and c) non-profit community or student groups. The subject matter of such materials shall be limited to athletics, recreation, education and fundraising for recognized charities and local non-profit agencies. A copy of the organization's state or federal tax exempt letter must be submitted along with all materials for approval. Materials from Pattonville's local municipalities (located in the district) regarding children's activities may be distributed to students at the discretion of the Superintendent or Superintendent's designee.

7. There is an electronic marquee board at the entrance to the high school. This is to be used to announce scheduling information for school-allowed activities; for recognition of significant awards and achievements by students in school-allowed and non-school-allowed activities; and to announce birthdays and other milestones of students and staff.
8. With the exception of United Way involving staff, no fund-raising activities in school will be sanctioned without specific approval of the Superintendent. (This statement is not to be interpreted to deny PTA/PTO or other Pattonville support group fund-raising activities.)
9. Direct selling by outside vendors to students in school is prohibited. School offices may, however, provide lists of vendors carrying certain items, or the office may carry and charge for miscellaneous items, or permit student organizations to vend products on a controlled basis.
10. No agent or representative of any company will be allowed to solicit district employees when the employee is on district time. Advertising material or literature may not be disbursed directly to staff; however, small stacks of material may be placed unobtrusively in employee workrooms by the principal for employees to pick up at their own discretion on their own time. Any materials placed in employee work areas must first be approved by the Superintendent or Superintendent's designee. No list of employees will be available to sales personnel.
11. Any organization, except those noted above, which is not directly responsible to, or a part of, the public schools may not use the school facilities for communications and announcement purposes.

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