



Book	Policy Manual
Section	07000 Personnel
Title	Commercial Advertising and Political Activity
Code	7240
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In keeping with the Board's desire that the school environment be first and foremost a place for education, the Board adopts a policy to exclude activities which are inconsistent with or detract from the educational process. It is the intention of the Board to exclude from the school environment (intended to mean any School District property, and any environment in which there is occurring any school-sponsored activity or transit to or from school) commercial activities including sales and advertising, which activities are not directly related to a program that benefits students and which activities detract from the time that District students or employees would or should otherwise be engaged in activities related to education. It is also the intention of the Board to establish a policy that will keep the school environment free from political activities, not directly related to an educational purpose, which political activities will, or likely could, cause controversy or detract from the time that District students or employees would or should otherwise be engaged in activities related to education.

Nothing in this policy is intended to exclude and prohibit District students, employees or others associated with the District from engaging in commercial activities, running or campaigning for political office or engaging in other political activities so long as the activities occur outside the school environment. Nothing in this policy is intended to exclude or prohibit students from engaging in political activities within the school environment provided that the political activity is directly related to an educational purpose or school-sponsored activity such as correspondence with public officials as part of a classroom activity or campaigning for school-related office. Nothing in this policy is intended to exclude or prohibit the engaging in political or commercial activities within the school environment by any student, employee, Board member or other person associated with, or holding the status of a guest of the District, provided that the activities do not violate this policy, do not create controversy and do not detract from the time that District students or employees would or should otherwise be engaged in activities related to education.

The instances in which this policy will be applicable will be numerous and varied. However, most of the instances will involve questions arising at a particular building location. Accordingly, it is the intention of the Board that the Building Administrator of the respective building be the party primarily responsible for interpreting and applying the provisions of this policy. In the event that the Building Administrator is unavailable, in the event that the question is of an extraordinary nature, that the question involves more than one building location or is a District-wide concern, the responsibility shall pass to the Superintendent or his or her designee. Additionally, the Building Administrator shall report any violation of this policy by a Board Member to the Superintendent.

Because it is possible to anticipate frequently encountered situations, the Board adopts the following guidelines to be utilized by the respective administrator responsible hereunder. As with all guidelines, it

is recognized that deviations may be required because of exceptional or extraordinary circumstances.

1. Political activities (except activities by students that are directly related to an educational purpose or school- sponsored activity) will be regarded as likely to be or actually controversial when they include elements more than the following:
 - a. Picture of candidate running for office.
 - b. Name of candidate.
 - c. Office for which the candidate is running or political position.
 - d. Greeting or salutations such as "best wishes," "presented with the compliments of," "good luck," "this advertisement sponsored by," etc.
 - e. In the case of a referendum or similar ballot question, a statement of the issue presented and a request or instruction to vote or take action in a particular fashion.
2. Nothing in this policy shall prohibit an administrator from authorizing sales, advertising or other activities supporting a school-related organization, a non-profit agency or other similar organization.
3. Nothing in this policy shall prohibit an administrator from utilizing materials supplied by commercial or political entities if the advertising done by those entities is limited to an acknowledgment of their supply of the materials.
4. It is expected that administrators will take active steps to restrict the distribution of circulars, petitions, the posting of signs, the carrying of placards and similar activities, which activities are in violation of the terms of this policy. However, these guidelines do recognize the limits of administrators' time and resources, and an administrator is not expected to actively inspect bumper stickers on car bumpers, stickers on backpacks and the like; however, administrators are charged with the duty and given the authority to see to the removal of such items in the event that they are a source of controversy or operate to detract from the time that District students or employees would or should otherwise be engaged in activities related to education.
5. The solicitation for and the collection of campaign funds or the solicitation of campaign workers by employees or board members shall be prohibited anywhere within the school environment unless the work is directly related to an educational purpose or school-sponsored activity.
6. District employees who hold public office shall not be entitled to time off from their school duties for reasons incident to that public office except when given explicit permission by the superintendent.
7. No District employee or Board member shall use his/her position to exploit an employee, Board Member, or other agent of the District for political or personal gain or advantage.

District employees violating this policy will be subject to disciplinary action. Students violating this policy will be subject to action as outlined by the District's discipline code. The Superintendent shall report any violation of this policy by a Board Member to the Board for further action as deemed necessary by the Board.