

CHAPTER 9.00 - SCHOOL-COMMUNITY RELATIONS AND INTERLOCAL AGREEMENTS

Advertising in Schools Distribution of Literature in Schools

9.40

School facilities shall not be used for advertising or otherwise promoting the interests of any commercial, political, or other non-school agency or individual organization; nor shall School Board employees or students be employed in such a manner. Advertising on school buses shall be prohibited. The following are exceptions:

- I. ~~School officials, with the Superintendent's approval, may cooperate with any governmental agency in promoting activities in the general public's interest or may cooperate in furthering the work of any nonprofit community-wide social service agency, provided that such cooperation does not restrict or interfere with the educational program of the school and is non-partisan and noncontroversial.~~ in the manner most appropriate, may distribute digital or print media for an event providing the group is:
 - A. a governmental institution.
 - B. a booster or support group, approved by the School Board, that has formally partnered with a school serving an educational purpose.
 - C. promoting an event that partners with a school organization sponsored by a school employee acting in his/her official capacity for a school function.
 - D. A business providing a direct benefit/reward to school board employees.
 - E. All material distributed will contain the following disclaimer:
 - 1. ~~In accordance with School Board Policy 9.40, distribution of these materials is in no way an endorsement of services, activities, and/or products by Santa Rosa District Schools~~
- II. All material distributed will contain the following disclaimer:

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“In accordance with School Board Policy 9.40, distribution of these materials is in no way an endorsement of services, activities, and/or products by Santa Rosa District Schools.”

- III. A school may use film or other educational materials which contain advertising. The film or material shall be carefully evaluated by the school principal for classroom use to determine whether the film or material contains undesirable propaganda.
- IV. The Superintendent may announce or authorize to be announced any lecture or community activity of particular educational merit and pertains to an approved curriculum.
- V. Demonstrations of educational materials and equipment shall be permitted with the principal's approval providing it pertains to an approved curriculum.
- VI. Schools may utilize athletic facilities for commercial advertising to support school programs. The principal shall maintain approval rights on the content and form of such advertising. Money collected from these commercial advertisements shall be deposited into the proper internal account.

STATUTORY AUTHORITY:

1001.41, 1001.42, F.S.

LAW(S) IMPLEMENTED:

1001.43, F.S.

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HISTORY:

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