

ADVERTISING AND DISTRIBUTION OF MATERIALS IN SCHOOLS

Descriptor Code: CI

No part of the school system, including the facilities, the name, the staff, and the students, shall be used for advertising or promoting the interests of any commercial, political, or other non-school agency or organization except that:

1. The school may cooperate in furthering the work of any non-profit, community-wide social service agency, provided that such cooperation does not restrict or impair the educational programs of the schools;
2. The school may participate in radio or television programs under acceptable commercial sponsorship when such programs are educationally beneficial;
3. Community, educational, charitable, recreational and other similar civic groups may advertise event pertinent to students' interest or involvement. Such advertisement, including the distribution of materials, shall be subject to any procedures related to time, place and manner established by the principal;
4. The principal shall screen all materials prior to distribution to ensure their appropriateness. The principal may prohibit material that:
 - a. would likely to cause disruption of the operation of the schools;
 - b. violate the rights of others
 - c. are obscene, lewd or sexually explicit; or
 - d. students would reasonably believe to be sponsored or endorsed by the school
5. The school may, upon approval from the director of schools, cooperate with any governmental agency in promoting activities which advance the education or other best interest of the students;
6. Political literature shall not be distributed through the school to students, nor sent home to parents, nor placed in teachers' mail boxes, lounges, or on school premises;
7. Political signs for people who are running for public office shall not be allowed on school property 24 hours prior to and on election day and abide by Tennessee Code Annotated State Code 2-7-111 and Sweetwater city sign ordinance.

8. School publications may accept and publish paid advertising under procedures established by the director of schools.

Legal Reference:

TCA 2-7-111

Adopted: 4/11/2016