

It is the policy of the Muskogee Board of Education that students, school personnel, and school facilities may not be used in any manner for advertising, selling, fund raising, or promoting the interests of any non-school agency, organization, or individual without the prior written approval of the superintendent or the superintendent's designee.

Requests by individuals or groups for schools to use or distribute pamphlets, booklets, flyers, brochures, and other similar materials to students for classroom use or to take home must be submitted in writing to the superintendent's office. The materials and the proposed methods of distribution shall be subject to review based on legitimate educational concerns. Such concerns shall include whether the material:

1. May be defamatory;
2. Is poorly written, inadequately researched, biased, or prejudiced;
3. Contains information that is not factual;
4. Is not free of racial, ethnic, or sexual bias; or
5. Contains advertising that violates public school laws, rules, and/or policy, is deemed inappropriate for students or that the public might reasonably perceive to bear the sanction or approval of the district.

The superintendent or designee will determine whether acceptance of the material will contribute in a meaningful way to the educational program of the school. The educational program of the school is understood to include instruction, extracurricular activities, athletics, assemblies, and other similar activities carried out by the school.

The administration shall determine procedures. Such procedures may include:

1. Distribution to each student before or after class if materials are not directly related to the instructional goals;
2. Notification to students or parents of the availability of the materials in a specified location if this procedure is deemed less disruptive to the educational process; or
3. Solicitation of school-related groups such as parent organizations to distribute materials.

Announcements of events sponsored by non-school groups must meet the same criteria and, if approved, may be posted in a central area within the school.

Commercial materials will not be distributed through the schools unless they are of benefit to the overall educational program of the school and are approved by the superintendent. These materials include, but are not limited to, equipment, supplies, printed matter, logos, slogans, trademarks, symbols, individuals and programs which are recognizable as representing a commercial firm, product, or service.

Any plans by an organization that would involve students in any manner must have the prior approval of the superintendent.

The practice of distributing pamphlets, booklets, flyers, brochures, and other similar materials shall be periodically reviewed to ensure that the mere volume of requests has not become an interruption to the educational process.

KO ADVERTISING IN DISTRICT MEDIA AND AT DISTRICT FACILITIES

Purpose: To align advertising in school-sponsored or District-sponsored publications and school or District facilities with the District's educational mission.

The District encourages the use of advertising revenue from businesses and individuals to advance and enhance the educational mission of the District. The District reserves the right to deny advertising space to any business and/or individual who seeks to promote activities or products contrary to the District's mission. Advertising is prohibited in classrooms and on buses.

Publications

School-sponsored publications include, but are not limited to, school newspapers, news-magazines, and yearbooks. The purpose for accepting commercial advertising in school-sponsored publications is to raise revenue in order to finance the publications and to impart journalistic management skills to the District's students.

District-sponsored publications include, but are not limited to, My Magazine and athletic event programs, which are distributed as a service to inform school employees and/or patrons of the District's educational mission and school-related sporting events. The purpose for accepting advertising in District-sponsored publications is to raise revenue to defray the costs in publishing these school-related publications.

MPS TV Channel 15

The District shall not allow advertising on its public TV channel or offer its TV channel to third parties for commercial purposes.

No Public Forum

School-sponsored and District-sponsored publications do not create a public forum or a designated public forum available to anyone as an advertising or speech forum. It is the intention of the District to maintain advertising space in school-sponsored and District-sponsored publications as nonpublic forums.

All advertising must be approved prior to the publication's printing. Advertising submitted for District-sponsored publications must be approved by the supervising District administrator. Advertising submitted for school-sponsored publications must be approved by the supervising school administrator.

The following advertisements will NOT be accepted for District-sponsored or school-sponsored publications:

- Advertisements that can reasonably be construed as pornographic, as defined by local community standards, or that are obscene, vulgar, or lewd.
- Advertisements that are libelous, racially offensive, religiously offensive, or discriminatory, demeaning or harassing on the basis of sex or any other protected category.
- Advertisements that promote hostility, disorder, or violence.
- Advertisements that are contrary to the educational mission of the District.
- In an effort to maintain neutrality on controversial issues, advertisements that promote, favor, or oppose controversial political or societal issues.
- Advertisements that promote a partisan position on a candidate for public office or promote a partisan position on a bond or budget issue or any public question to be submitted at any election.

- Advertisements that proselytize or espouse religious beliefs or exhort affiliation with any religious organization or religious belief. This restriction does not prohibit religious organizations from advertising their name, address and non-proselytizing messages.
- Advertisements that use any District or school logo without prior approval.
- Advertisements that interfere with existing District marketing programs or any existing District contracts.
- Advertisements for any of the following will not be accepted:
 - X-or R-rated movies
 - Tobacco products
 - Alcoholic beverage products, including low point beer
 - Drugs or drug paraphernalia
 - Firearms or other dangerous weapons
 - Birth control products or information
 - Gambling
 - Tattoos and body piercings

Fees to be charged for commercial advertising in school-sponsored and District-sponsored publications are within the discretion of the supervising school administrators and the supervising District administrators, respectively. Similarly, advertising copy deadlines, restrictions on advertisement size, total advertising space, etc., are within the discretion of the supervising administrators.

Advertising on Athletic Facilities

Individual schools (in consultation with the District's Director of Athletics/Activities) may allow advertising on signs on available space at District athletic facilities. All signs at a particular location will be of uniform size, and uniform rates will be charged according to the size of the sign. If the school provides the materials for the sign, the painting of the advertisement language and designs, the sign installation, and sign maintenance, the sign revenue shall be used to defray the operational expense of the school Athletic Department. If the sign materials, painting, installation, and sign maintenance is provided by a booster club, the sign revenue shall be used by the booster club for its school support activities.

The school will determine the locations at a facility where signs will be displayed. The school will establish a maximum number of signs for display at each location.

Each proposed advertiser will submit the proposed sign design, color, and the language of the advertisement in advance for approval. No sign will be prepared until it is approved by the advertiser and the school. The posting of signs on school property does not create an advertising or speech forum available to anyone.

Because spectators may perceive a sign on school property to bear the school's or the District's approval of the advertised product or service and associate the school or the District with a particular advertisement and because children of young age attend school athletic events, signs must conform to the requirements and restrictions for advertising in District-sponsored or school-sponsored publications, as stated in the Publications section of this policy.

Advertising on other facilities or property not specified in this regulation shall be subject to approval by the Superintendent or designee.

Approved: July 19, 2011