

SPECIAL INTEREST MATERIALS

I. GENERAL POLICY

- A. The district is not to sponsor any petition from any organization. They are further prohibited from giving to students or sending to parents, commercial advertisements, political materials, or other announcements not directly related to the work of the schools. Communications to parents from the school or school parent groups, such as monthly bulletins, special flyers or bulletins, or questionnaires, may be sent with the students, provided these communications are in accord with the provisions of this policy and other related policies of the district.
- B. The district must maintain a nonpartisan, neutral position insofar as supporting a political party or candidate, or making political endorsements.
- C. The use of responsible political materials is encouraged in the instructional process for students as long as displays and materials reflect varied points of view.

II. ADVERTISING MATERIALS

- A. Approval will not be given to any firm, organization, or individual to circularize or distribute through the schools any material of a purely advertising nature. This policy is interpreted to include radio programs and circulars to be distributed or displayed on bulletin boards.
- B. Only when advertising materials can contribute significantly to the school district's instructional program or to general community betterment, may they be posted, distributed or used in the Rapid City Schools.
- C. Each building principal must approve the content of all announcements and notices distributed to students or faculty by outside sources and those distributed by the faculty or students to individuals or groups outside of the building, except notices that are specifically approved by the superintendent or designee.

III. MATERIAL SPONSORED BY ORGANIZATIONS

- A. Organizations, institutions, and individuals at times develop materials which are offered to schools free or inexpensively. When sponsored materials present a particular point of view, extreme care must be exercised in evaluating and using them.
- B. Sponsored material must meet the same basic selection criteria as any other learning material, as well as the following special criteria:
 - 1. Any expression of a point of view should be clearly identified by the sponsoring organization.
 - 2. Any advertising that appears on or with any material should be in good taste.
 - 3. The source of all materials should be clearly identifiable.
- C. Responsibility for using sponsored material rests with the certificated staff member who recommends its use. In any questionable instance, the principal should be informed and will decide whether its use is in the best interest of the students.

IV. CAMPAIGN/POLITICAL MATERIALS

- A. "Political material," as used here, refers to materials relevant to the candidacy of any person, ballot issues and related endorsements.
- B. No political material shall be distributed from or through the district provided, however, that any such material may be distributed at any meeting held in accordance with the provisions of the board's negotiated agreements.
- C. Except as provided above, no political signs shall be placed on school property unless they are used in conjunction with a teaching unit by the professional staff. Exceptions to this policy shall be made when outside organizations make use of the school facilities by permit and, in these instances, displays or signs shall be limited to those facilities reserved for their use.
- D. The agent of a recognized bargaining unit may use the school mails and mail boxes for communications to their members. Such communications may contain the bargaining unit's position on political candidates and issues.

- E. An area in the faculty lounge will be designated to allow staff access to political materials. Materials remaining after two weeks shall be discarded.

Approved 03/13/84
Reviewed 05/24/88
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Cross References: KJ, Advertising in Schools
KI, Public Solicitations in the Schools
KK, Visitors to Schools
KG, Community Use of School Facilities