

School Reader Board

The superintendent or designee shall observe the following guidelines when reviewing for approving or denying requests under the solicitation/advertising policy and for use of district reader boards.

District reader boards are used primarily to inform the community of school events.

Products prohibited in the school will not be given approval for any advertising, promotion or acceptance of donations, scholarships or any other form of visibility in the school.

Materials that are inappropriate for the age of the student will not be approved.

Community use:

1. The district recognizes it is a part of the Union Community, and therefore reader boards may be used for publicizing certain events for the benefit of the community.
2. District reader boards may be used to advertise events not sponsored by the school but which are primarily for the benefit of district students and rely on district facilities, except as restricted in Section 5.
3. District reader boards may not be used for community announcements which are:
 - a. For commercial advertising purposes;
 - b. To publicize religious events;
 - c. To promote private financial gain;
 - d. For any message not deemed beneficial for the community as a whole; or
 - e. To publicize controversial or political issues or candidates.
4. District use will always have the highest priority for displayed messages. Community events that are primarily for the benefit of district students and rely on district facilities have priority over other community announcements.
5. No dances that are not directly sponsored by the district will be advertised or promoted.
6. Messages will generally be displayed two or three days maximum.

For displaying a message:

7. The interested party must contact the building principal or designee who will make the final decision as to whether the message can be displayed, needs editing, or whether the reader board is available for the requested dates.
8. The message must be printed and submitted to the building principal one week in advance of the date the message is to be displayed.