

Distribution/Posting of Promotional Materials

Requests from the general public to distribute printed noncurricular materials in the Eagle County School District public schools or on school-owned premises shall be allowed subject to the following policy and accompanying regulations unless the material is “unacceptable” as described below.

The following shall be considered “unacceptable” material:

1. So-called “hate” literature that scurrilously attacks ethnic, religious or any racial groups.
2. Material that promotes hostility, disorder or violence.
3. Material that is designed for commercial purposes-advertising a product or service for sale or rent-unless the material itself has educational value that makes the commercial message a secondary consideration.
 - Vendors currently providing employee benefits will be allowed to distribute materials to staff via District Office courier. Approved by the Payroll Department.
 - Payroll staffers will be limited to district communications only.
 - Promotions which have a reduced district employee rate will be allowed via District Office courier. Approved by the Communications Coordinator.
4. Commercial message or sponsorship which represents a conflict with Board of Education philosophy and/or policies.
5. Material that is libelous, invades the rights of others or inhibits the functioning of the school, or advocates interference with the rights of any individual or with the normal operation of the school.
6. Material which in any way promotes, favors or opposes the candidacy of any candidate for election, or the adoption of any bond issues proposal, or any public question submitted at any general, municipal or school election. Colorado election laws apply when the school is being used as a polling place.
7. Material that is obscene or pornographic as defined by prevailing community standards throughout the district or is otherwise unsuitable for minors.

This policy governs noncurricular material and is not intended and shall not be interpreted to interfere with the prerogative of teachers to supplement and enrich text and reference book materials used in their courses with materials which are timely and up to date. However, no teacher shall distribute noncurricular materials in his class without complying with the accompanying procedures.

For purposes of this policy and its implementing regulations, the term “noncurricular material”

shall not include those promotional or informational materials which are provided to the District or to a school which:

1. Relate directly or indirectly to educational programs
2. Involve a service, product or program which the district or school endorses, sponsors or has agreed to promote.

Examples of such material would be informational flyers regarding community youth athletic or recreational activities.

The Superintendent or designee shall present to any person or persons wishing to distribute printed noncurricular materials a copy of this policy and the accompanying regulations.

The Board of Education shall proceed through the courts of law to obtain injunctive relief and damages where applicable for any unauthorized distribution of printed noncurricular materials.

LEGAL REF.: C.R.S. 22-32-110(1)(r)