

430- Distribution of Promotional Materials Procedure

1. Purpose. The purpose of this policy is to provide guidelines and rules for financial augmentation of curricular and extra-curricular programs at George Washington Academy (“GWA”) and to prevent advertising and fundraising from detracting from instructional purposes of GWA. GWA recognizes the value of limited promotional material distribution and fundraising that benefits students, but has an affirmative responsibility to protect the educational environment, to maintain order and discipline on the school premises, and to protect the well-being of students and employees. This policy is intended to balance the interests of GWA and the compatible interests of those who desire to distribute or display promotional materials.

2. Distribution of Promotional Materials. Except as specifically provided for in this policy, companies, organizations, and individuals (to include employees) with interests outside of GWA may not use GWA facilities for the posting or distribution of "promotional materials" to include flyers, advertisements, bulletins, newspapers, posters, signs, banners, coupons, or any other materials.

Advertising permitted pursuant to this policy shall not be considered as an endorsement or approval by the Board of Directors or any particular group, organization or company, nor of any purposes, programs, activities, products or services or any such group.

Authorized promotional materials **MUST** be age appropriate and **MUST NOT**:

- Distract from, interfere with, or disrupt the educational environment of the school.
- Promote any substance or activity that is illegal for minors, such as alcohol, tobacco, and drugs, or gambling.
- Promote any religious or political purpose or interests.
- Promote any competing educational organizations, company, or individual that may be in conflict or competition with GWA, its educational mission, or its goals.
- Require the school, teacher, or student to partner with the promoter or otherwise exert excessive pressure on students, parents, or employees to purchase or investigate a product, service, or idea.
- Promote hostility, disorder or violence.
- Contain vulgar, abusive, obscene, offensive, or sexually explicit language.
- Demean any person or group on the basis of race, gender, ethnicity, age, disability or religion.
- Advocate for the violation of law or Board policy.
- Promote, favor, or oppose a candidate for elected office or a ballot measure.

All flyers, for profit advertisements, and business promotional materials, to include employee businesses or financial interests, must be approved by the Principal or his/her designee based on the standards set forth in this policy and distributed as follows:

- Flyers shall not be distributed to students at GWA more than once a week and distribution may be delayed at the discretion of Administration in order to avoid undue and frequent disruption of class time.

- GWA recommends that interested individuals obtain pre-approval prior to printing materials.
- The Principal may require, at his/her sole discretion, the following disclaimer to be printed in at least a 10 point font size, and displayed clearly at the bottom of the flyer: **“These materials are neither sponsored nor endorsed by George Washington Academy.”**
- Approved flyers must be bundled and divided into groups of 26 per class.
- The Principal or his/her designee shall have the sole and absolute discretion to determine the appropriate method of distribution for approved flyers and advertisements. Examples of methods of distribution for approved flyers and advertisements include, but are not limited to, delivering flyer bundles to each classroom and having teachers distribute the flyers or placing the flyers at the front office to be available for any students or parents to pick up.
- Governmental, City, College, or University information, flyers, and event promotional information must not include advertisements or promotional material for third parties. If the information or material contains or is supplemented with commercial advertising or other non-governmental promotional information or material it will not be distributed.

3. Sales Representatives and Agents. Because sales activities have the potential to disrupt the educational program, representatives, agents, and other individuals, are prohibited from promoting or selling individual products such as tax-sheltered annuities, insurance programs, investment opportunities, life insurance programs, accident insurance, etc, in classrooms, schools, break rooms, or at work site locations during school or business hours (to include 30 minutes before and 30 minutes after school time). This limitation includes the use of lunch breaks and prep time. Sales agents and representatives promoting products specific to the operation of GWA are not subject to this limitation and may visit with administration or authorized personnel during work hours. Except as approved by the Principal for group benefits, sales representatives and agents shall not be given time in faculty meetings or other group meetings.