

GENERAL PUBLIC RELATIONS
MATERIALS DISTRIBUTION IN SCHOOLS

1. Students/employees of the Cherokee County School District are to be protected from intrusions on their time while on school and/or district premises by announcement, posters, bulletins, surveys, evaluations, questionnaires and communications of any kind from individuals and organizations not directly connected with the schools. Third parties to the school system are hereby expressly disallowed from distributing in any manner or fashion, regardless of the time of day, literature of any form on school and/or district premises that is intended or may be seen by students/employees. Employees of the school system may not aid or assist; nor may they permit the distribution of third party literature to students/employees.
2. The purpose of the system's inter-school mail delivery system and the existence of teachers' mailboxes at local schools/district premises is for the dissemination of school system generated communications or for U.S. mail delivered to an employee using the school address.
3. The use of the internal communications system by organizations, salespersons, vendors, politicians, promoters of special causes or other individual citizens is not permitted. Only the School District, the school, its PTA or other school-allied entity (e.g., School Council, School Booster Club) may distribute information directly to students and/or employees.
4. Recognizing that there are many worthwhile organizations and activities that can make positive contributions to a child's overall well-being and success, the school district will maintain a "virtual" community bulletin board on its Web site for posting of appropriate communications, so that staff, parents and students may access such information as needed.

Examples of appropriate communications would include announcements of educational opportunities or educationally related activities or contests sponsored by various non-profit organizations or clubs, announcements of educationally related activities or contests sponsored by private companies when the company identification is secondary or incidental to the educational value of the activity, distribution of free passes when such passes would be directly related to health and wholesome recreation and education, and authorized solicitation for various charity drives, such as United Way.

Examples of inappropriate communications would be advertisement of non-educational commercial products or services, promotional materials of educational activities which have excessive entanglements with the sponsoring organization or company, announcements of activities or events which tend to discriminate on the basis of race, sex, religion, or physical handicap, or communications which have, as their primary purpose, the furthering of a political candidate or political position and communications which advance,

sponsor, or inhibit religion, or that foster an excessive government entanglement with religion.

5. Permitted Materials for Posting on the CCSD Virtual Community Bulletin Board
 - A. Cherokee County School District staff shall not post literature of a denominational, partisan or sectarian nature in any school. This restriction does not apply to the development and use of the Bible in classes for reference, literary, historical, and other non-religious purposes.
 - B. Business partners and organizations that have entered into written, systemic partnership agreements with the School Board working directly with the schools/district may have permission from the principal/Superintendent to post information about events which will directly benefit students, employees or the community provided it contains a minimum amount of commercial advertising.
 - C. The School District may, with the approval of the Superintendent, cooperate with any governmental agency in promoting activities in the general public interest, provided such activities are nonpartisan and promote the education or best interest of the students.
 - D. The School District may cooperate in promoting the work of any non-profit community wide or social service agency provided that such cooperation does not restrict or interfere with the educational program of the schools.

6. Materials Distribution for Internal Employee Communications

The schools and district may disseminate information to employees related to insurance and benefits information, professional development opportunities and School District business communications.

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Cherokee County Board of Education