

ADVERTISING; DISTRIBUTION OF PRINTED MATERIALS

A. Policy Scope

Rio Rancho Public Schools (“RRPS”) is a non-public forum with the primary purpose of providing a free and appropriate education to school age students residing within its boundaries. RRPS reserves the right to review and reject any advertisement or distribution of materials on its property, at RRPS affiliated functions, or in school affiliated organizations’ publications as lawfully permitted. RRPS further reserves the right to reject advertisements or distributions that are incompatible with its educational purpose or that give the appearance of favoritism or entanglement with particular viewpoints.

B. Definitions

1. “Advertising” includes any postings, signs, flyers, distributions, email, web-based sites, rented space, program listings or the distribution of any other material used to convey a message other than a Rio Rancho Public Schools official communication on school property, in school facilities, or at school functions.
2. “Advocacy Groups” are defined as non-RRPS related persons or entities who seek to influence public opinion or school policy based on political, religious or commercial positions by communicating through school media, on school property, or at school affiliated events.
3. “Distribution” means the circulation of more than ten (10) printed copies of material from a source other than the District.
4. “Government Entities” include federal, state, county, city and other local public bodies.
5. “Non-profit” is defined as an organization which has tax exempt status as defined in Section 501(c)(3) of the Internal Revenue Code.
6. “Profit Making Organizations” are defined as any entity organized as for profit.
7. “School affiliated person or group” is defined to include any parent group, booster club, athletic team, school-sponsored student club/organization, or any person/organization authorized to use the name of RRPS or one of its schools, teams or clubs.

C. Advertising/Distribution

The district seeks to create an atmosphere that focuses on the students and their teams, clubs or functions at school-related gatherings and in school-affiliated publications. RRPS reserves the right to reject any advertisement or distribution from any group that detracts from this stated goal.

1. The district will consider requests for advertising or distribution of materials through the schools from organizations that fulfill the following requirements:
 - a. Nonprofit organizations and government entities whose programs are complementary to school programs and tend to extend or enhance the school programs.
 - b. Nonprofit organization and government entities which are promoting an educational program consistent with curriculum that is of benefit to the school community.
 - c. School-affiliated persons or groups.
2. The district may reject requests for advertising through the schools from any of the following organizations pursuant to their non-school affiliated, non-curricular status:
 - a. Profit-making organizations
 - b. Advocacy groups
 - c. Non-school affiliated or non-curricular organizations

D. Limitations on Advertising Subject Matter

Pursuant to the district's non-public forum status, the district may consider and bar advertising or distributed materials based on subject matter where the advertising or distributed materials are inconsistent with the district's pedagogical goals, are disruptive to the educational process, are deemed to negatively impact student groups, or that otherwise fail to meet the requirements of this policy.

1. All advertising and distributed materials shall be respectful of all people with regard to disability, race, color, gender, national origin, ethnicity, sexual orientation, age, religion, marital status, socioeconomic status, cultural background, familial status, physical characteristics, or linguistic characteristics. Furthermore, all advertising must be age appropriate. Any advertising or distributed materials that do not meet these standards will not be permitted.

2. RRPS is concerned that commercial advertisers – the primary source of potential revenue from advertising from school programs – may be dissuaded from leasing advertising space that is used for advertising controversial matters or “issue ads,” proselytizing, or political matters (even if there is a commercial component to such ads). To this end, ads that may detract from the school’s neutrality on such matters, entangle the district with particular viewpoints, or show favoritism will not be permitted.
3. No advertisement or distributed materials shall involve, directly or indirectly, obscenity, profanity, sexual material, gambling, tobacco, alcohol, or promote food or beverages that are not permitted for consumption on school premises or at school-sponsored events, as defined in the district’s Health and Wellness Policy.
4. Advertising shall not promote conduct or activities that would violate other board policies or state or federal law.
5. The district will not permit ads that promote violence, including the use of any weapons.
6. No advertising or distributed materials shall include the district’s or any individual school’s logo or represent that the district, its officers, board members, agents, employees, or students endorse the advertised service, product, or idea unless specifically authorized by the Superintendent or his/her designee.
7. Advertising or materials that use poor grammar are also prohibited, as are ads that include potentially libelous statements.

E. Process

No one, including students, shall publish, distribute, or sell materials, papers, supplies, or any other goods or data in any format on school grounds without first obtaining proper consent in accordance with district policies or collective bargaining agreements.

1. The organization/advertiser must submit a request for distribution of materials and/or advertising to the Superintendent or his/her designee on approved forms and with a copy of the proposed advertisement or materials to be distributed. Approval or disapproval will be made within five (5) working days.
2. Any decision may by a designee may be appealed to the Superintendent within five (5) working days after the decision is received by the applicant. For purposes of this policy, the mailing date, plus three work days, will mark the date of presumed receipt.
3. Consistent with this policy, the Superintendent retains the authority to make any changes to advertising decisions, including unilateral reversal of a designee’s

decision, without appeal from the advertiser. The Superintendent's decision regarding the advertisement is final.

4. School officials may remove any advertisement for any violation of this policy. The District also reserves the right to sever any affiliation with persons/groups that violate this policy and to impose discipline against students/staff who violate its terms.

Rio Rancho Public Schools
Adopted: June 11, 2018
Effective Date: July 1, 2018

Previous policy adoption history:
Adopted: September 24, 2012