

The Center for Creativity, Innovation and Discovery Communication, Advertising, Sponsorship and Material Distribution Policy Policy

Purpose

The Communication Policy of the The Center for Creativity, Innovation and Discovery (“CCID”) has several objectives. The first is to maintain the highest standards of professionalism in communicating with parents, students, staff, and the larger community about programs, events, curriculum, objectives, performance, safety, etc. The second is to maintain an educational environment that is conducive to learning by minimizing intrusions on instructional time. The third is to manage appropriately the distribution or display of non-school information or materials.

The property, parking lots, sidewalks, and facilities of the The Center for Creativity, Innovation and Discovery, (“CCID”) and its publications and communications are a closed forum, to be managed in the best interests of the students and patrons as determined by the school’s administration.

School Publications and Printer Material

The Board places the responsibility for school publications and distribution of any materials with school administration. Therefore, printed material of any nature shall not be distributed on the school premises without the consent of the Executive Director. Only fliers, handbills, or other printed materials approved by the Executive Director may be posted or distributed on school property or placed in mailboxes or email accounts that are provided for school staff. All publications shall be free of any adverse, lewd, wanton, or lascivious writings or pictures. There shall be no publications of a nature that would ridicule, defame, belittle, or otherwise injure the character of any individual or group.

The CCID School will not accept or publish public political advertising on ballot initiatives, constitutional amendments, and candidates for election. The Board may publicize its position on initiatives and other matters sponsored by the Board or having a direct bearing on the education of students in at the CCID School.

Printed material advertising a private service not related to the CCID School or education in general may be distributed at the discretion of the Executive Director. The Director may require the sponsors of such material to pay a fee to the school for the privilege of distribution within the school. Fees shall be uniformly applied, but may be waived for community events and activities sponsored by a local city or other community organization, or for services or activities closely related to the charter of the CCID School. Fliers may not advertise any activity or product that would be prohibited on school grounds by policy, rule, or statute.

Definitions

The following definitions apply to this policy:

- **Partners:** an educational or community organization that works collaboratively with CCID to support academic achievement, safety, or curricular objectives and whose efforts target specific

departments or learning communities. CCID must directly and measurably benefit from the partnership.

- **Material and Substantial Disruption:** any communication and/or behavior that by its timing, place, or type significantly interferes with school functions, classroom instruction, or the creation of a safe and appropriate educational or workplace environment for students and staff. Such disruption may include demonstrations, destruction of property, injury to students or other persons, shouting or boisterous conduct, or any other communication or behavior that distracts students from instruction or prevents school personnel from performing their educational responsibilities.
- **Non-School Material:** Any written information that is not a school-sponsored or curriculum-related material.
- **Distribution:** Distribution of material includes dissemination of information via hard copies, electronic communication, CCID's electronic communications network, or by display or behavior that communicates information.
- **Obscene:** Any speech or work that a "reasonable" individual, applying contemporary community standards (as opposed to "national standards"), would find, taken as a whole, appeals to prurient interest; or that depicts or describes, in a patently offensive way, sexual conduct specifically defined by applicable law; and that, taken as a whole, lacks serious literary, artistic, political, or scientific value.
- **School-Related Group:** An organization formed by the school in order to support the school in an area of recognized need, such as the PSTO.
- **School-Sponsored or Curriculum-Related Materials:** Materials published by the school according to its internal communication procedures for distribution to the CCID community (such as school calendars, menus, school newsletters, school website, etc.); materials approved by school officials and related to activities or events that are officially sponsored by the school (such as announcements for field trips, school concerts, etc.); materials that are directly related to instruction.
- **Non-School Groups Permitted to Distribute or Display Materials:** The following non-school agencies and organizations are permitted by law or may be granted permission by the Administration to distribute or display non-school materials on CCID property:
 - Local, state, and federal government agencies and departments;
 - Non-profit entities offering educational, recreational, cultural, or character development activities or programs to school-aged children;
 - Commercial or tax-exempt entities that have partnerships with CCID;
 - Educational institutions deemed by the Administration to be "partners" with CCID;
 - Institutions of higher education.

Standards for Approval of Materials

The Administration must approve all materials distributed or displayed at CCID. The Administration will follow the Governing Board strict guidelines on such distribution or display.

CCID strictly prohibits the distribution or display of any material containing the following:

- Obscenity
- Libelous statements, personal attacks, or abusive language
- Defamatory or discriminatory language, such as language based on the following: real or perceived race, color, religion, ancestry, national origin, gender, socioeconomic status, academic status, gender identity or expression, physical appearance, or sexual orientation; physical, mental,

developmental, or sensory disability; creed; political belief; age; linguistic or language differences; height, weight, marital status, or parental status.

CCID strictly prohibits the distribution or display of any material that may be described as:

- Causing or clearly threatening to cause a material and substantial disruption of a school activity;
- Encouraging the commission of an unlawful act or the violation of a CCID policy or procedure;
- Inappropriate in its consideration of the age of the intended recipients;
- Containing information that is inaccurate, misleading, or false;
- Advertising any product or service not lawfully permitted to minors.

Regulation of Communication

The Administration is authorized to develop regulations and procedures governing the submission and approval process for any communication distributed by whatever means at CCID. Such governance includes the decision whether to allow any specific distribution or display, verification of the status or nature of the communication, the periods and frequency of distribution of materials, the process for screening and editing materials, the procedures for delivering materials to students, staff, and the CCID community, any bundling requirements for communication, and the development of a system to determine whether materials should be displayed, distributed, or announced. The Administration has the authority to address other such issues related to communication that may arise in accordance with the guidelines of the Governing Board.

Public Relations Efforts

Along with the Administration and other CCID staff members may be authorized by the Administration to communicate with the media in order to publicize CCID's good news, events, activities, and awards. The Administration and individuals authorized by the Administration serve as CCID's spokespeople and as liaisons between CCID and the USOE, the media, other educational institutions, and the larger community.

The Administration and authorized staff members develop communications plans, training, marketing, fundraising campaigns, and other such communication, including written and oral material, in order to distribute key messages, to build support for CCID's educational and program objectives, to build community relations, and to recruit and promote community involvement.

Privacy

In partnership with students, parents, alumni, faculty, and staff, CCID has established the following guidelines regarding personal information, photographs, and the identification of individuals in photographs for internal and external communication programs. The guidelines are intended to protect the privacy and security of all CCID community members and to ensure the integrity of CCID's image in the community. These guidelines govern the following communication programs:

- Internal and current community communication, such as yearbooks, class videos, teacher/classroom pages, school directory, etc.
- Internal or general community communication, such as *a weekly newsletter*, *Annual Giving* updates, etc.
- External or public relations/media, such as advertising, information on the website, online photo gallery, social media, summer programs, etc.

Personal information, such as student/family addresses or grades, is carefully guarded by CCID and only utilized by authorized staff members. Volunteers who have signed confidentiality agreements may have access to family contact information.

Note: Those individuals whose information is included in CCID's yearly School Directory or on CCID's social media have given permission for their information to be published for the CCID community and for its public relations. Parents, staff members, and groups are strictly prohibited from utilizing this information for business, solicitation, or for any reason beyond that of convenience in contacting fellow parents and students within the CCID community or for community outreach.

CCID reserves the right to utilize information to contact parents for specific CCID fundraising efforts.

In compliance with the Family Educational Rights Protection Act of 1974 (FERPA), photographs of CCID community members – including students, parents, alumni/ae, and staff—are used in CCID's internal and external communication programs unless a parent specifically requests exclusion. Identification of photographs may or may not include first and/or last name as specifically requested by parents or guardians, or the individual student.

Social Media:

CCID will not be held responsible for material (photos, video, audio) placed without its knowledge or permission online on personal websites, social media sites (such as Facebook, YouTube, Flickr, *Picassa*) or other external media. CCID regularly monitors its own social media and will remove any material in violation of this policy and its professional standards.

CCID **strongly** encourages all CCID community members to:

- Set security parameters around any such postings, allowing access to such information only to family and CCID friends. For example, if posting a videotape of a son or daughter's program on YouTube, be sure to post as "private" for viewing (by invitation only).
- Respect the privacy of others and, unless specific permission is given, provide NO IDENTIFICATION (or first names only) of any online posting (photos, video, audio).
- Be mindful of any and all potential copyright issues (for example, the use of videotaped performances that may be copyrighted).

In keeping with CCID's values, the use of social media (private and public) is expected to be respectful at all times (please refer to CCID's *Student Technology Use Policy and Agreement* as well as CCID's *Employee Technology Use Agreement*).

Note: CCID does not allow socializing between staff and students on social media sites until after students have graduated from high school. Teachers are encouraged to communicate with students via CCID email and other communication systems about school and curricular-related information. CCID employees are expected to communicate in a manner that always respects and never exploits the power differential inherent in the relationship between students and teachers.

Media/Public Relations:

All external public relations efforts are managed by the Administration and authorized staff members, thus safeguarding the privacy of the CCID community as well as the integrity of CCID's image. All visiting media personnel **must** receive approval for a visit, sign in, and be accompanied on campus visits by authorized CCID personnel.

Visitors/Non-CCID Students:

CCID has many visitors during the course of the school year, and students from other schools occasionally participate in CCID events and activities. Photography of these events will be used both internally and externally, and with appropriate identification, as feasible.

Crisis Communication and Management

The Administration reserves the right to develop and refine procedures for communicating during crisis situations and/or emergencies through all appropriate communication vehicles including letters, email, Facebook, CCID's website, phone calls, texting, etc. The Administration also reserves the right to provide communication to the media should CCID experience an incident, a lock-down, or other such crises or emergencies.

Employee Communications

The Administration is solely responsible for the content and manner of communications to its staff.

Additional Policy Provisions

This *Communication Policy* strictly prohibits unrestricted access to school property or systems for the purpose of displaying or communicating material or information.

This *Communication Policy* asserts the right of the Administration to give or deny access to school property or systems for the purpose of displaying or communicating material or information.

Permission or denial of permission to distribute, display, or in any way communicate material or information does not imply approval or disapproval of its contents by the Administration, the Governing Board, or individuals within the CCID community.