

General Access to Students

5110-10 | General Access to Students

Date Approved: February 16 1994

Date Amended: June 22 2017

Access to students will only occur in accordance with this Regulation. Access is defined as the opportunity to expose students to:

- the general public through the media (examples: print, radio, television or the internet);
- advertising;
- the soliciting for sales;
- the administering of interviews or questionnaires;
- speakers;
- materials advocating points of view; or
- participation in community campaigns.

Access to students by the media, outside agencies and individuals, including advertising by businesses, will be approved on the basis of perceived educational benefit weighed against the extent to which any contact may constitute an undue influence.

When interviewing, photographing or video-taping a student with special needs, the student shall not be identified as one that receives special education services without prior, written parent/guardian permission.

1. **Media Exposure:** Parent/guardian approval to photograph, interview or video-tape children is provided through school registration forms. The parent/guardian can rescind this approval at any time by written request.
In the event that the media exposure is anticipated to circulate beyond the local community, additional information outlining the purpose and use of the information, approval by the Superintendent of Schools, and parent/guardian permission is required.
2. **Advertising in Schools:** All businesses wishing to post or circulate advertising material in or through schools shall first have the material approved by the Superintendent of Schools. Once reviewed, and approval is given in principle by the Superintendent of Schools, the final decision rests with the school Principal.
3. **Commercial Access:** Participation in commercially sponsored programs shall be approved by the Superintendent of Schools. The criteria to be applied will include:
 - educational value of program;
 - consistency of activity with school's program;
 - degree of advertising or identification with sponsoring entity;
 - degree of involvement between students and sponsoring entity (i.e., do students have to sign-up or otherwise gather at the place of business?).
4. **Research Projects:** The administration of questionnaires and surveys or student involvement in research projects requires prior authorization by the Board of Education. For interviews or canvassing to occur, Board approval is also required.

5. Guest Speakers: From time to time non-teaching personnel may be invited to speak to a school or to groups within the school. Principals must be informed of proposed speaking engagements and have the right to approve or disapprove of speakers.

Caution must be exercised with speakers who have affiliations with religious or political organizations. No person shall be allowed to speak with students on topics which actively promote a particular religious or political philosophy unless alternative viewpoints are presented in an organized and coordinated manner.

Other individuals may, from time to time, request permission to speak to students. In these cases, they must have permission from the Superintendent of Schools before the Principal will entertain the request. The final decision then rests with the Principal.

REFERENCES

5110 – Corporate Sponsorship and Access to Students Policy

5110-30 – Advertising Materials in School Regulation

5210-10 – School Participation in Community and Other Campaigns Regulation