

SCHOOL BOND CAMPAIGNING RULES FOR DISTRICT EMPLOYEES

DO

- **GET TO KNOW THE BOND** - TALK ABOUT IT WITH FAMILY, FRIENDS, ETC. (after work, you can express a position)
- **UNDERSTAND THE PROCESS** THAT WAS USED TO PACKAGE THE BOND
- **SHARE THE FACTS** ANY TIME YOU WANT - EDUCATE PEOPLE ABOUT THE BOND
- **ENCOURAGE PEOPLE TO VOTE!**
- **KNOW BOND INFO. RESOURCES** - WHO TO CALL, ONLINE CONTENT, PRINT MATERIALS, etc.
- **VOTE!** AS A DISTRICT REPRESENTATIVE, IT IS YOUR OBLIGATION TO MAKE YOUR VOICE HEARD

RULE OF THUMB

After a school bond election is called... for any activity where information about the bond is shared (conversation, e-mail, phone, paper, etc.), you are not allowed to use district-owned resources to advocate (encourage support/opposition). District-owned resources include your paid time, as well as all district equipment (telephones, computers, printers, copiers). However, you can share facts any time you want.

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DON'T

- **ADVOCATE DURING WORK HOURS** - YOU CAN SHARE FACTS ONLY; AFTER HOURS, YOU CAN ADVOCATE ALL YOU WANT
- **SPEND OR AUTHORIZE SPENDING OF DISTRICT \$\$\$ FOR POLITICAL ADVERTISING**
- **CONDUCT POLITICAL ADVERTISING USING DISTRICT-OWNED RESOURCES** - INCLUDES CREATING/FORWARDING PRO-BOND PHONE MESSAGES, E-MAILS, PRINTED MATERIALS, ETC.
- **CONDUCT POLITICAL ADVERTISING ON DISTRICT PROPERTY** - INCLUDES CONDUCTING PRO-BOND MEETINGS & SHARING PRO-BOND LITERATURE AT CAMPUS/DISTRICT FUNCTIONS
- **BE AFRAID** - TALK ABOUT THE BOND; EDUCATE PEOPLE ON THE FACTS; ADVOCATE AFTER HOURS

WHAT IS POLITICAL ADVERTISING?

A communication that advocates a particular outcome of an election. It can be a communication in almost any written or broadcast form, such as a billboard, flier, newsletter, poster, television or radio advertisement, an e-mail message and/or a web site.

For more information: www.ethics.state.tx.us