

## **1325 Advertising and Promotion**

The Governing Board desires to promote positive relationships between schools and the community in order to enhance community support and involvement in district schools. In order to minimize disruption at school sites, postings from a non-district group that are approved for publication by the Superintendent or designee will be posted electronically only on the district's website, and will not be distributed or made available in paper format at school sites or through the district office. Electronic postings may be for noncommercial announcements that publicize events, activities, public meetings or related events of interest to students or parents/guardian. Materials shall not promote goods or services.

The Superintendent or designee may approve:

1. Distribution of noncommercial materials that publicize services, special events, public meetings or other items of interest to students or parents/guardians.
2. Paid advertisements in school-sponsored publications, yearbooks, announcements and other school communications.
3. Products and materials donated by commercial enterprises for use in the classroom, as long as they serve an educational purpose and do not unduly promote any commercial activity or products. Such materials may bear the name and/or logo of the donor.

Prior to distribution or publication, the Superintendent, principal or designee shall review and approve all advertising copy and promotional materials to ensure compliance with Board policy.

The Superintendent, principal or designee may selectively approve or disapprove distribution of materials or publishing of copy based on the criteria listed below, but may not disapprove materials or copy in an arbitrary or capricious manner or in a way that discriminates against a particular viewpoint on a subject that would otherwise be allowed.

1. All materials to be distributed shall bear the name and contact information of the sponsoring entity.
2. The use of promotional materials or advertisements does not imply district endorsement of any identified products or services. Schools shall include a disclaimer stating that the district or school does not endorse any advertised products or services.
3. Advertisements or promotional materials approved for distribution to students shall be from non-profit organizations.

### **Criteria for Approval**

The Superintendent, principal, or designee shall not accept for distribution, or allow on school property, any materials or advertisements that:

1. Are lewd, obscene, libelous, or slanderous.
2. Incite students to commit unlawful acts, violate school rules, or disrupt the orderly operation of the schools.
3. Promote any particular political interest, candidate, party, or ballot measure, unless the candidates or advocates from all sides are provided the opportunity to present their views to the students during school hours or during events scheduled pursuant to the Civic Center Act.

## **1325 Advertising and Promotion (continued)**

4. Contain prayer or proselytizing language.
5. Position the district on any side of a controversial issue.
6. Discriminate against, attack, or denigrate any group on account of any unlawful consideration.
7. Promote the use or sale of materials or services that are illegal or inconsistent with school objectives, including, but not limited to, materials or advertisements for tobacco, intoxicants, and movies or products unsuitable for children.
8. Promote during the school day any food or beverage that does not comply with state nutritional standards pursuant to Education Code 49430-49434, including a corporate incentive program that offers free or discounted foods or beverages that do not meet nutritional standards as rewards for students who reach certain academic goals. This prohibition does not include advertising on clothing with brand images worn on school grounds, advertising contained in product packaging, or advertising of infrequent school fundraising events involving food or beverages that do not meet the nutritional standards. (Education Code 49431.9)
9. Solicit funds or services for an organization, with the exception of solicitations authorized in board policy.
10. Distribute unsolicited merchandise for which an ensuing payment is requested.

The Superintendent or designee may also consider the educational value of the materials or advertisements, the age or maturity of the students in the intended audience, and whether the materials or advertisements support the basic educational mission of the district, directly benefit the students, or are of intrinsic value to the students or their parents/guardians.

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Schools may establish additional criteria pertaining to the content of advertisements in school publications and yearbooks, as deemed appropriate by the Superintendent or designee in accordance with law and board policy.

**Board Approved:**

June 18, 2018

July 17, 2014

September 27, 2007

March 25, 2004

Effective Date: July 1, 2004