

Community Relations

SCHOOL-SPONSORED PUBLICATIONS

The Superintendent and staff are encouraged to use all available school-sponsored media of communication, such as publications, to keep the goals, program, achievements and needs of the schools before the public.

The administration is responsible for all informational services to and from the public through school-sponsored publication- except as limited by law, and except for such matters as the Governing Board may from time to time wish to deal with itself.

Outside Publications, Radio and Television

The Superintendent and staff are encouraged to use available media of communication, such as publications, radio and television, to keep the goals, program, achievements and needs of the schools before the public.

The administration is responsible for all informational services to and from the public, except for such matters as the Governing Board may from time to time wish to deal with publicly itself.

Advertising

1. Like any other publisher, the school district determines whether or not it will accept advertising, and if so, under what conditions.
2. School-sponsored publications, announcements, radio and television programs may carry advertising and promotional material with the following restrictions. School publications shall accept no advertising copy which:
 - a. is obscene, libelous, or slanderous, or which incites students to commit unlawful acts, violate school rules, or disrupt the school's orderly operation.

(cf. 5145.2 – Freedom of Speech/Expression/Assembly: Limitations)

or

- b. promotes the use of materials or services which are illegal or inconsistent with school objectives. Ads for tobacco, intoxicants, and x-rated movies or products shall not be used.
3. Advertising copy shall be solicited and prepared only to the extent that this process furthers the educational well-being of the students involved. Excessive solicitation of the same sources shall be avoided. Students shall not be exploited to raise money, and time spent securing ads shall not infringe upon the school program.
4. Before publication, the Principal or designee shall review all advertising copy to assure that it complies with the provisions of this policy.

Legal Reference:

BUSINESS AND PROFESSIONS CODE

25664 Advertisement encouraging minors to drink

Adopted: March 11, 1993

Revised:

Reviewed: 11/15/94

WEST SONOMA COUNTY UHSD
Sebastopol, California