

Community Relations

ADVERTISING AND PROMOTION

Public Information Materials

To cooperate in publicizing community services, special events and public meetings of interest to students and parents/guardians, the Superintendent or designee may approve the distribution of printed materials prepared by governmental agencies or service organizations which extend the community's cultural, recreational, artistic or educational opportunities.

Materials to be distributed shall not include any which:

1. Are obscene, libelous, or slanderous, or which incite students to commit unlawful acts, violate school rules, or disrupt the school's orderly operation. (Education Code 48907)
2. Attack or denigrate any group on account of sex, race, color, religion, ancestry, national origin, handicap, or disadvantage.
3. Promote a particular religious belief.

All informational materials to be distributed shall bear the name and contact location of the sponsoring group.

Public information materials approved by the Superintendent or designee may be disseminated by students voluntarily. Surveys or questionnaires requiring student or parent/guardian response must be approved by the Superintendent or designee. Students shall not be asked to distribute advertising.

Advertising

Like any other publisher, the school district determines whether or not it will accept advertising, and if so, under what conditions.

School-sponsored publications, announcements, radio and television programs may accept paid advertising and promotional material except that which:

1. Is obscene, libelous, or slanderous, or which incites students to commit unlawful acts, violate school rules, or disrupt the school's orderly operation.
2. Attacks or denigrates any group on account of sex, race, color, religion, ancestry, national origin, handicap, or disadvantage.
3. Promotes the use or sale 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.

Advertising copy may 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.

Before publication, the Superintendent or designee shall review all advertising copy to assure that it complies with the provisions of this policy.

Legal Reference:

EDUCATION CODE

48907 Student exercise for free expression

BUSINESS AND PROFESSIONS CODE

25664 Advertisements encouraging minor to drink

Bright v. Los Angeles Unified School District (1976) 134 Cal. Rptr. 639, 556 P. 2d 1090, 18 C. 3d 450

Adopted: April 9, 1992

Revised:

Reviewed: 11/15/94

WEST SONOMA COUNTY UHSD
Sebastopol, California