

**Advertising and Promotion**

**Distribution of Materials**

Materials generated by nonstudents may be distributed or posted in district schools only when prior approval has been granted by the Superintendent or designee.

Unless generated by the school, surveys or questionnaires requiring student or parent/guardian response also must be first approved by the Superintendent or designee. All materials to be distributed shall bear the name and contact location of the sponsoring group.

*(cf. 6162.8 - Research)*

**Prohibitions**

Materials shall not be distributed to students or advertised in school-sponsored publications if they:

1. Are obscene, libelous, or slanderous. (Education Code 48907)
2. Incite students to commit unlawful acts, violate school rules, or disrupt the school's orderly operation. (Education Code 48907)
3. Discriminate against, attack or denigrate any group of any unlawful consideration;  
*(cf. 0410 - Nondiscrimination in District Programs and Activities)*
4. Solicit funds or services for an organization, with the exception of solicitations authorized in Board of Education policy.  
*(cf. 1321 - Solicitation of Funds from and by Students)*
5. Promote the use or sale of materials or services which are illegal or inconsistent with school objectives- including, but not limited to, materials or advertisements for tobacco, intoxicants, non-nutritious foods and beverages, and movies or products unsuitable for students.  
*(cf. 5030 - Student Wellness)*  
*(cf. 5131.6 - Alcohol and Other Drugs)*  
*(cf. 5131.62 - Tobacco)*
6. Announce the meetings of noncurricular student-initiated groups.  
*(cf. 6000 - Concepts and Roles)*  
*(cf. 6145.5 - Student Organizations and Equal Access)*
7. 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  
*(cf. 1160 - Political Processes)*  
*(cf. 4119.25/4219.25/4319.25 - Political Activities of Employees)*

**Advertising and Promotion (continued)**

8. Prayer or proselytize or position the district on any side of a controversial issue  
(*cf. 6144 - Controversial Issues*)

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

At their discretion, teachers may use commercial-free instructional television programs and other instructional materials that do not require advertising to be viewed.  
(*cf. 6161.11 - Supplementary Instructional Materials*)

District schools shall not distribute unsolicited merchandise for which an ensuing payment is requested.

**Distribution of Materials through Students**

All requests from groups or individuals to distribute materials in the community through students, with the exception of those listed below, will be referred to the Assistant Superintendent or designee. He/she will determine whether the requests comply with over-all school purpose and policy.

Exception:

School-Parent organization material.