

Advertising and Promotion

Distribution of Materials

Materials, including flyers, generated by non-school organizations may be distributed or posted in district schools only when prior approval has been granted by the Superintendent or designee, assuring compliance with the provisions of Board policy and administrative regulations. Posting or distribution of such materials shall be limited to the promotion of activities or events sponsored by public agencies or by local non-profit, non-partisan, non-sectarian community groups that benefit the youth of the community (educational or athletic programs), as determined in the district's sole discretion.

The Superintendent or designee also may 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.

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)

Criteria for Approval

The Superintendent 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.

(cf. 1160 - Political Processes)

(cf. 1330 - Use of School Facilities)

(cf. 4119.25/4219.25 - Political Activities of Employees)

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 gender, race, ethnicity, culture, heritage, color, religion, ancestry, sex, sexual orientation, national origin,

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disability, medical condition, gender identity, marital status, or other unlawful consideration; or promote one group over another.

(cf. 0410 - Nondiscrimination in District Programs and Activities)

7. 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, weapons and dangerous instruments, and movies or products unsuitable for children.

(cf. 5030 - Student Wellness)

(cf. 5131.6 - Alcohol and Other Drugs)

(cf. 5131.7 - Weapons & Dangerous Instruments)

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.

Posting of Signs and Banners and Distribution of Flyers on School Property

All postings and distributions are subject to the laws of the State of California, and are subject to the following limitations:

1. Postings and distributed flyers are limited to promoting activities sponsored by public agencies or by local non-profit, non-partisan, non-sectarian community groups that benefit the youth of the community, as determined in the district's sole discretion.
2. Postings must not cover or replace banners or signs promoting school and district activities, which have priority.
3. Postings must be appropriate for the space available, including, without limitation, of appropriate size.
4. Postings must be attached in a way that permits them to be removed by the school.

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5. Postings and distributed flyers may not contradict the values set forth in the school rules or Board policies.

The location of postings must be approved by the Superintendent or designee.