

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.

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.
2. Attack or denigrate any group on account of sex, race, color, religion, ancestry, national origin, handicap, or disadvantage.
3. Promote religious beliefs.
4. Promote partisan campaign candidates, parties or ballot measures.
5. Promote any particular commercial interests.

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 on a voluntary basis. All surveys or questionnaires requiring student or parent/guardian response must be first approved by the Superintendent or designee. Students shall not be asked to distribute commercial advertising.

Advertising

Advertising of commercial products or services may be distributed in district schools only when prior approval has been granted by the Superintendent or designee.

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

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.

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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.

The district will not discriminate against advertisers who meet the above requirements.

Legal Reference:

BUSINESS AND PROFESSIONS CODE

25664 Advertisements encouraging minors to drink

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

EDUCATION CODE

48907 Student exercise of free expression

51520 Prohibited solicitations on school premises

51520 Charitable organizations' materials

60650 Personal beliefs

WESTMINSTER SCHOOL DISTRICT

Westminster, California

Policy Adopted: July 5, 1990

Revised: August 17, 1995