BP-1325

ADVERTISING AND PROMOTION

Public Information

The School Board desires 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 publicity of public events or distribution of promotional materials which extend cultural, recreational, artistic or educational opportunities to the community and which do not promote any particular commercial interest or religious belief.

Paid Advertisements

Advertising copy may be solicited to the extent that this process furthers the educational well-being of the students involved and does not interfere with school community relations.

The district shall not accept advertising copy 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, R or X-rated movies or products shall not be used.

The district will not unlawfully discriminate against advertisers who meet the requirements of Board policy and administrative regulations and procedures.

Revised and Renumbered in Consultation with Legal Counsel: June 20, 2005
Reviewed and Renumbered: April 18, 2011
Reviewed: November 7, 2011
Revised: August 20, 2018
Reviewed: June 19, 2023