

## **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, the Superintendent or designee may approve the distribution of printed materials prepared by governmental agencies or service organizations that extend the community's cultural, recreational, artistic or educational opportunities.

Materials to be distributed shall not include:

1. Any material that is obscene, libelous or slanderous, or that incites students to commit unlawful acts, violate school rules or disrupt the school's orderly operation.
2. Any material that attacks or denigrates any group on account of sex, race, color, religion, ancestry, national origin, handicap or disadvantage.
3. Any material that promotes a particular religious belief or any religious tract material.

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

#### Commercial Advertising

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

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

#### Use of Students

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 approved by the Superintendent or designee prior to dissemination. Students shall not be asked to distribute commercial advertising.

**Community Relations**

**Advertising And Promotion (continued)**

- (cf. 1400 - Relations Between Other Governmental Agencies and the Schools)
- (cf. 5145.2 - Freedom of Speech/Expression)
- (cf. 6145.5 - Student Organizations and Equal Access)
- (cf. 6162.8 - Research)
- (cf. 1160 - Political Processes)
- (cf. 1330 - Use of School Facilities)
- (cf. 4119.25/4219.25/4319.25 - Political Activities of Employees)

Legal Reference:

EDUCATION CODE

7050-7058 Political activities of school officers and employees

35160 Authority of governing boards

35160.1 Broad authority of school districts

35172 Promotional activities

38130-38138 Civic Center Act

48907 Student exercise of free expression

BUSINESS AND PROFESSIONS CODE

25664 Advertisements encouraging minors to drink

U.S. CONSTITUTION

Amendment 1, Freedom of speech and expression

Policy Adopted: March 23, 1987

Policy Revised: September 26, 2005