

ADVERTISING AND PROMOTION IN PROGRAMS OFFERED BY THE COUNTY BOARD

Public Information Materials

To cooperate in publicizing community services, special events and public meetings of interest to students and parents/guardians, the County Board or designee may approve the distribution of printed materials prepared by governmental agencies or service organizations which extend the community's cultural, recreational, artistic or educational opportunities.

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. (Education Code 48907)
2. Attack or denigrate any group on account of sex, race, color, religion, ancestry, national origin, handicap or disadvantage.
3. Promote a particular religious belief.

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

Public information materials approved by the County Board 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 County Superintendent or designee. Students shall not be asked to distribute commercial advertising.

Advertising

School-sponsored publications, announcements, radio and television programs shall carry no paid advertising or promotional material, but may accept sponsorships.

Legal Reference:

EDUCATION CODE

1249 Publications: sale; price; receipts

1260 Powers to promote advancement of education

1262 Consultative and coordinative services

48907 Student exercise of free expression

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

Policy adopted: September 16, 1991

Revised: May 19, 1997