

Administrative Regulation

COMMUNITY RELATIONS

Advertising and Promotion

Distribution of Materials

Materials generated by non-students may be distributed or posted in district schools only when prior approval has been granted by the Superintendent or designee.

Unless generated by the school, surveys or questionnaires requiring parent/guardian response must also be first approved by the Superintendent or designee. All materials to be distributed shall bear the name and contact information (address and/or phone) of the sponsoring group. Materials shall not be distributed to students or advertised in school-sponsored publications if they:

1. Are obscene, libelous, or slanderous. (Education Code Section 48907)
2. Incite students to commit unlawful acts, violate school rules, or disrupt the school's orderly operation. (Education Code Section 48907)
3. Discriminate against, attack, or denigrate any group on account of gender, race, color, religion, ancestry, national origin, disability, or other unlawful consideration; or promote one group over another.
4. Solicit funds or services for any organization, with the exception of solicitations authorized in Governing Board policy.
5. Promote the use or sale of materials or services which are illegal or inconsistent with school objectives. Ads for tobacco, intoxicants, and r-rated and x-rated movies or products shall not be used.
6. Announce the meetings of non-curricular student-initiated groups.

Before publication, the Superintendent or designee shall review all advertising copy to assure that it complies with the provisions of Board policy and administrative regulations. District schools shall not distribute unsolicited merchandise for which an ensuing payment is requested.

Procedure for Submitting Materials Intended for District-Wide Distribution for Review and/or Approval:

1. Materials are to be submitted to the Superintendent, or designee, at least two (2) weeks prior to distribution date. The person/organization requesting approval should submit two (2) copies of each publication/flier and indicate name, organization affiliation, phone and/or FAX number.
2. Materials will be reviewed to determine that they are appropriate
3. Notification of approval or disapproval will be made to the person submitting the request within one week.

4. The person/organization submitting the request is responsible for duplication, bundling and delivery of materials to schools.
5. School staff will not accept and/or distribute materials that are not approved by the Superintendent, or designee.
6. Schools maintain the right to prohibit distribution/posting of approved materials that lack educational value and/or are not related to the school program.

Approved: December 20, 1991
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(Renumbered from 5122)
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