

ADVERTISING AND PROMOTION

Distribution of Noncommercial Materials

The Governing Board desires to promote positive relationships between the schools and community organizations. Just as community organizations can build support for the schools, the schools can cooperate with these groups under certain circumstances by publicizing services, special events and public meetings of interest to students and parents/guardians.

The Superintendent or designee may approve the distribution to students of materials prepared by organizations, which are school sponsored/school related or are provided to serve students through non-profit community organizations. Materials approved for distribution shall further the District's intended purpose, directly benefit the students, support the basic educational mission of the District or be of intrinsic value to the students. Materials shall not promote any particular religious or political interest except as specified below.

Communications From Community Organizations

Information about community events or activities related to students and/or education will be published in the District Newsletter provided that the information is received in writing and approved by the Superintendent. The Superintendent or designee shall establish times and procedures so that approved submissions will be provided in a timely manner prior to publication. Advertising of commercial businesses or services related to students or education will not be published in the Newsletter nor be distributed at the schools, but may, with the approval of the Superintendent be made available within school offices. The availability of such information shall be noted in the Newsletter.

Flyers about community events or activities, upon approval by the Superintendent, may be made available in school offices or may be attached to the District Newsletter.

Distribution of Political Materials

The schools shall not distribute campaign materials pertaining to a candidate, party, or ballot measure. Campaign materials shall not be distributed on District property at any time other than at a forum in which candidates or advocates from all sides are presenting their views to the students during school hours, or during events scheduled pursuant to the Civic Center Act.

Distribution of Commercial Materials/Advertising

The Governing Board desires to limit student exposure to advertising and promotional materials. Therefore, in order to maintain a closed forum on school campuses, advertising shall not be accepted in school-sponsored publications. In addition, flyers and promotional

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materials from non-school-sponsored groups shall not be distributed. This includes commercial businesses that do not fall under the definition as outlined under paragraph two above.

The Administrators shall establish guidelines for school site newsletters consistent with this policy.