

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.

(cf. 0100 – Purpose)

(cf. 0410 – Nondiscrimination in District Programs and Activities)

(cf. 1321 – Solicitation of Funds from and by Students)

(cf. 5145.2 – Freedom of Speech/Expression: Publications Code)

(cf. 6145.5 – Student Organizations and Equal Access)

(cf. 6162.8 – Research)

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 and all products containing nicotine, intoxicants, and X-rated movies or products shall not be used.

(cf. 0410 – Nondiscrimination in District Programs and Activities)

Reviewed 4/2014

Reviewed 12/2020

Reviewed 7/2023

Revised 10/2025