

MEMORANDUM

TO: NWABSD Board of Education
Members

DATE: March 8, 2024

NUMBER: 24-105

FR: Office of the Superintendent

SUBJECT: Approval of Proposed
Revisions to BP 1325
Advertising and
Promotion; First Reading

STRATEGIC PLAN/BOARD GOAL:

Track 1: Operational Improvements
Initiative: Optimize Business Practices

ABSTRACT:

Board policy revisions require Board approval.

ISSUE:

At issue is to approve the first reading of the proposed revisions to BP 1325 Advertising and Promotion and open it for public comments.

BACKGROUND AND/OR PERTINENT INFORMATION:

The Superintendent/designee presents drafts or suggestions for board policy revisions when the law changes or specific needs occur. Policy revisions shall normally be given two readings prior to adoption by the Board.

This is the first reading of the proposed revisions to BP 1325 Advertising and Promotion within the Community Relations series.

This update adds a closed forum clarification.

The Board Policy Committee reviewed the proposed changes, recommends approval, and to open it for public comments.

ALTERNATIVES:

1. Approve the first reading of the proposed revisions to BP 1325 Advertising and Promotion as presented and open it for public comments;
2. Do not approve the first reading of the proposed revisions to BP 1325 as presented;
3. Take no final action.

ADMINISTRATION'S RECOMMENDATION:

The administration recommends the Board approve the first reading of the proposed revisions to BP 1325 Advertising and Promotion as presented and open it for public comments.

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 or religious belief.

(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

Note: The school district may determine whether or not it will accept paid advertising in school-sponsored publications, and if so, under what conditions.

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, intoxicants, and x-rated movies or products shall not be used.
4. Announces the meetings of non-curricular student-initiated groups, unless an open forum has been established for such groups pursuant to federal law.

The district will not unlawfully discriminate against advertisers who meet the requirements of Board policy and administrative regulations and procedures.

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

Adopted: June 09, 2004

Revised:

Northwest Arctic Borough School District