

Community Relations
ADVERTISING AND PROMOTION

BP 1325 (a)

The Governing Board establishes this policy to ensure effective and consistent standards for advertisements and promotions by nonschool groups in school-sponsored publications, on district and school web sites and social media, and on school facilities and grounds. Student speech shall be regulated in accordance with BP/AR 5145.2 - Freedom of Speech/Expression.

The Board desires to promote positive relationships between schools and the community in order to enhance community partnership, support and involvement in the schools. The Superintendent or designee consistent with the criteria established in this policy, approve:

1. Distribution of noncommercial materials that publicize services, special events, public meetings or other items of interest to students or parents/guardians
2. Distribution of promotional materials of a commercial nature to students or parents/guardians

(cf. 1700 - Relations Between Private Industry and the Schools)
3. Paid advertisements on school property, including, but not limited to, advertisements on school buildings, athletic fields, scoreboards, and billboards
4. Paid advertisements in school-sponsored publications, yearbooks, announcements, and other school communications, including web sites and social media
5. Products and materials donated by commercial enterprises for educational use, including those that bear the name and/or logo of the donor, as long as they do not unduly promote the donor or any commercial activity or product

Prior to the distribution, posting, or publishing of any nonschool group's promotional materials or advertisement, the Superintendent, principal, or designee shall review the materials or advertisement based on the criteria listed below. He/she may not disapprove materials or advertisement in an arbitrary or capricious manner or in a way that discriminates against a particular viewpoint on a subject that is otherwise allowed by Board policy.

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

As necessary, the Superintendent, principal, or designee shall require a disclaimer on any nonschool group's promotional materials to be distributed, posted, or published, stating that the distribution, posting, or publishing of the materials does not imply district endorsement of the group's activities, products, or services. District- and school-sponsored publications shall include a disclaimer stating that the district or school does not endorse any advertised products or services.

Community Relations
ADVERTISING AND PROMOTION

BP 1325 (b)

Criteria for Approval

The Superintendent, principal, or designee shall not accept for distribution, or allow on school property, any materials or advertisements that:

1. Are lewd, obscene, libelous, or slanderous
2. Incite students to commit unlawful acts, violate school rules, or disrupt the orderly operation of the schools
3. Promote any particular political interest, candidate, party, or ballot measure, unless the candidates or advocates from all sides are provided the opportunity to present their views to the students during school hours or during events scheduled pursuant to the Civic Center Act
4. Contain prayer or proselytizing language
5. Position the district on any side of a controversial issue
6. Discriminate against, attack, or denigrate any group on account of any unlawful consideration
7. Promote the use or sale of materials or services that are illegal or inconsistent with school objectives, including, but not limited to, materials or advertisements for tobacco, intoxicants, and movies or products unsuitable for children
8. Promote during the school day any food or beverage that does not comply with state nutritional standards pursuant to Education Code 49430-49434, including a corporate incentive program that offers free or discounted foods or beverages that do not meet nutritional standards as rewards for students who reach certain academic goals. This prohibition does not include advertising on clothing with brand images worn on school grounds, advertising contained in product packaging, or advertising of infrequent school fundraising events involving food or beverages that do not meet the nutritional standards. (Education Code 49431.9)
9. Solicit funds or services for an organization, with the exception of solicitations authorized in Board policy
10. Distribute unsolicited merchandise for which an ensuing payment is requested

The Superintendent or designee also may consider the educational value of the materials or advertisements, the age or maturity of students in the intended audience, and whether the

Community Relations
ADVERTISING AND PROMOTION

BP 1325 (c)

materials or advertisements support the basic educational mission of the district, directly benefit the students or are of intrinsic value to the students or their parents/guardians.

Schools may establish additional criteria pertaining to the content of advertisements in school publications and yearbooks as deemed appropriate by the Superintendent or designee in accordance with law and Board policy.

State:

Bus. Code 25664: Advertisements encouraging minors to drink
CA Constitution Article 1, Section 2: Freedom of speech and expression
Ed. Code 35160: Authority of governing boards
Ed. Code 35160.1: Broad authority of school districts
Ed Code 35172: Promotional activities
Ed Code 38130-38139: Civic Center Act
Ed Code 49430-49434: The Pupil Nutrition, Health, and Achievement Act of 2001
Ed. Code 49431.9: Prohibition of advertisement of non-nutritious foods
Ed. Code 7050-7058: Political activities of school officers and employees

Federal:

42 USC 1751-1769j: School Lunch Program
42 USC 1773: School Breakfast Program
U.S. Constitution: Amendment 1; Free exercise, free speech, and establishment clauses

Management Resources:

Court Case: Yeo v. Town of Lexington, (1997) 131 F3rd 241
Court Case: Bright v. Los Angeles Unified School District, (1976) 18 Cal. 3d 350
Court Case: DiLoreto v. Downey Unified School District, (1999) 196 F.3d 958
Court Case: Henry v. School Board of Colorado Springs, (D.Col. 1991) 760 F.Supp. 856
Court Case: Hills v. Scottsdale Unified School District, (2003) 329 F.3d 1044
Court Case: Lehman v. Shaker Heights, (1974) 418 U.S. 298
Website: CSBA District and County Office of Education Legal Services
Website: CSBA

Policy Adopted: 11/8/2023

ORCUTT UNION SCHOOL DISTRICT
Orcutt, California