

COMMUNITY RELATIONS

Advertising and Promotion - Public Information Materials

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 distribution of printed materials prepared by governmental agencies or service organizations which extend the community's cultural, recreational, artistic or educational opportunities. Materials to be distributed to a specific program only may be approved by the Executive Director. Prior to distribution or publication the Superintendent or designee shall review all materials to ensure compliance with this policy.

Materials to be distributed by or under the sponsorship of the Superintendent shall not include:

1. Any material that is offensive, libelous, or slanderous, or which incites students to commit unlawful acts, violates school/programs, rules, or disrupts the school's/program's orderly operation.
2. Any material that attacks or denigrates any group on account of sex, race, color, sexual orientation, religion, ancestry, national origin, handicap, or disadvantage.
3. Any material that promotes or endorses a particular religious belief or any religious tract material.

All information materials to be distributed shall bear the name and contact location and means of contacting the sponsoring group.

Commercial Advertising

Advertising of commercial products or services may be distributed in County Office of Education schools/programs only with prior written approval of the Superintendent or her/his designee.

Use of Students

Public information materials approved by the Superintendent or designee may be disseminated by students using Superintendent distribution channels or services on a voluntary basis. All surveys or questionnaires requiring student or parent/guardian response must be first approved by the Superintendent or designee prior to dissemination. Students shall not be asked to distribute commercial advertising.

Legal Reference:

BUSINESS AND PROFESSIONS CODE

25664 Advertisements encouraging minors to drink
Bright v. Los Angeles Unified School District (1976) 134
Cal. Rptr. 639, 556 P. 2d 1090, 18 C. 3d 450

EDUCATION CODE

1249 Publications; sale; price; receipts
1260 Powers to promote advancement of education
1262 Consultative and coordinative services
48907 Student exercise of free speech