

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 will approve/reject the distribution of printed materials to children and/or through the school which extend the community's cultural, recreational, artistic or service educational opportunities.

Materials to be distributed shall not include any which:

1. Are obscene, libelous, slanderous, or which incite students to commit unlawful acts, violate school's rules, or disrupt the school's orderly operation (Education Code § 48907).
2. Discriminate on the basis of sex, race, color, religion, ancestry, national origin, handicap, or disadvantage, or promote one group over another.
3. Attack or denigrate any group on account of sex, race, color, religion, ancestry, national origin, handicap, or disadvantage.
4. Request students or other family members to contribute in any way to the funds of, become members of, or to work for, any organization not directly under the control of the school authorities, unless the organization is a nonpartisan, charitable organization organized for charitable purposes by an act of Congress or under the Laws of the State of California, the purpose of the solicitation is nonpartisan and charitable and the solicitation has been approved by the county board of education or the governing board of the school district.
5. Express support for or against specific political campaigns, issues, or activities, including statewide ballot initiatives and other ballot measures.

All informational material to be distributed shall bear the name and contact location of the sponsoring group.

Distribution of materials does not imply endorsement of the activity by the district.

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**ADVERTISING AND PROMOTION** (continued)

Public information materials approved by the Superintendent or designee may be disseminated by students on a voluntary basis. All materials must be first approved by the Superintendent or designee. Students shall not be asked to distribute commercial advertising materials supporting sales or product of one business over that of another.

Advertising

Advertising of commercial products or services may be distributed or posted in district schools only when prior approval has been granted by the Superintendent or designee. District schools shall not distribute unsolicited merchandise for which an ensuing payment is requested.

*(cf. 1321 - Fundraising/Solicitations)*

*(cf. 5126 - Student Awards and Incentives)*

Legal References

BUSINESS AND PROFESSIONS CODE

25664 Advertisements encouraging minors to drink

EDUCATION CODE

51520 Prohibited solicitations on school premises

Bright v. Los Angeles Unified School District (1976) 134

Cal. Rptr 639, 556 P. 2d 1090, 18 C. 3d 450

Policy

Adopted: 11/13/90

Revised: 05/05/92

Revised: 12/14/93

CHULA VISTA ELEMENTARY SCHOOL DISTRICT  
Chula Vista, California