

Policy 1325: Advertising And Promotion

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 district schools and the community in order to enhance community partnerships, support, and involvement in the schools.

Activities resulting from these collaborations may include: sponsorship, partnerships, fundraising, advertising, product donation and naming rights.

1. Naming Rights

The Superintendent or designee may work with potential business partners to develop a proposed agreement about naming rights for buildings, wings of buildings, libraries, and other locations on district property. All decisions regarding naming rights shall ultimately be the decision of the Board. All monies generated from such a matter shall be for general purposes and not directed to any individual school or program and shall be in accordance with all board policies including the wellness policy. Duration of the agreement shall be determined through a negotiation but shall last no longer than five years.

Prior to the distribution of any publication from an outside organization, the Superintendent or designee shall review and may approve all advertising copy and promotional materials to ensure compliance with Board policy.

2. Promotional Materials from Outside Organizations

The Board recognizes the many worthwhile organizations that seek to inform the school community about events and activities of interest to children. The Board of Education's mission and goals are focused on improving academic achievement and the district's resources must be directed to providing the highest quality educational program to all students. Because such promotion requires clerical support and teacher time, no-fee promotion is limited to:

- a. Joint-use partners as established in a memo of understanding (content must be focused on the joint-use partner's program for youth conducted for district students);

- b. Contracted programs (e.g., district grants) approved by the board (flier content must be focused on contracted programs conducted primarily on district campuses for district students);
- c. The Redwood City Education Foundation (RCEF) and Parent-teacher organization promotion of school site-related and district events, activities, and programs (not the events of other agencies or organizations);
- d. Governmental agencies, such as the park and recreation department, police and fire, that wish to distribute materials pertaining to student and community recreation, health and safety.

All other promotional requests require approval by the Superintendent or designee and must pay promotional fees as described in AR 1325. All promotional materials for fee must adhere to the policy described in #3 below.

All promotional materials that fit the criteria above must be submitted to the Superintendent or designee for prior approval at least two weeks prior to distribution, and must be distributed within 30 days of approval. If approved, a flier must be translated into Spanish, and offered to parents in both English and Spanish.

- 3. Paid promotion and advertisements in school-sponsored publications, yearbooks, announcements and other school communications

The use of promotional materials or advertisements does not imply district endorsement of any identified products or services. Schools shall include a disclaimer in school publications and yearbooks stating that the school does not endorse any advertised products or services.

- 4. Products and materials may be donated by commercial enterprises for use in the classroom, as long as they serve an educational purpose and do not unduly promote any commercial activity or products. (Such material may bear the name and/or logo of the donor.)

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. They 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.

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