

Sacramento City USD

Administrative Regulation

Advertising And Promotion

AR 1325

Community Relations

Distribution of Materials

Materials generated by nonstudents may be distributed or posted in district schools only when prior approval has been granted by the Superintendent or designee.

Unless generated by the school, surveys or questionnaires requiring student or parent/guardian response also must be first approved by the Superintendent or designee. All materials to be distributed shall bear the name and contact location of the sponsoring group.

(cf. 6162.8 - Research)

Distribution or Posting of Material in Schools and Offices

1. Community Groups

Community groups whose purpose is providing recreational, educational, or cultural benefit for students shall be allowed to have materials posted in schools or distribute materials through the schools, subject to the following conditions:

- a. Prior approval of the Superintendent or his/her designated representative is obtained.
- b. A permit number has been issued which is stamped or printed on each piece of material. Along with the permit number, the following disclaimer statement must appear on the material: "The Sacramento City Unified School District is not a sponsor, endorser, or otherwise associated with the above."
- c. The schools are not asked to have materials returned to the schools as a result of the distribution.

When materials are received at the school level which have not been approved for district-wide posting or distribution, the principal shall be responsible for determining whether or not the materials shall be posted or distributed. Only those materials determined to be related to the educational, recreational or cultural needs of the students shall be distributed.

The building principal shall have the opportunity to examine a sample of the materials proposed for distribution at least 72 hours prior to the distribution date.

2. Commercial Firms

Commercial firms may be able to distribute materials using the same guidelines as for community groups when it can be clearly demonstrated that the purpose is to meet the recreational, educational cultural needs of students. Distribution of materials of a promotional nature is prohibited.

3. Solicitation on School District Property

No person, firm, corporation or business shall enter school property for any purpose of selling, trading or bartering merchandise of any kind to a student, employee, school club or organization for any purpose other than those approved. Nor shall any of the above enter school property for the purpose of soliciting money from a student, employee, school club or organization for any purpose other than those approved.

4. Posting of Materials in Administrative Offices

Prior approval of the Superintendent or his/her designated representative must be obtained. All materials from outside organizations and groups must have a posting permit number on the front of the material. Posting of promotional material is prohibited.

Advertisements in School Publications

This regulation invests the district and its designated administrators with the broad authority and discretion to control the content of advertisements appearing in all school publications. School publications are a nonpublic forum. The district's primary purpose in publishing its newspaper and yearbooks is educational.

1. The district reserves the right to regulate the content of school newspapers in accordance with its perception of the proper functions of education.
2. All advertising must be reviewed by the school administration prior to going to print for compliance with district policy and regulation.
3. Principals or other designated administrators retain decision-making authority over all advertisement issues unless otherwise directed by the Superintendent.
4. Principals or other designated administrators will follow the policies, administrative regulations, guidelines, and practices of the district when making advertisement decisions regarding official school publications.
5. There is no requirement that any school publication accept advertising. If a school publication does accept advertising, some categories of advertising may be excluded.
6. Any individual or business denied permission to advertise within a school publication may request that the Superintendent review the principal's decision.

7. A school has an important interest in avoiding the impression that it has endorsed a viewpoint at variance with its educational program. An advertisement may be viewed as school endorsement of its contents. All advertisements will reference the following statement:

The Sacramento City Unified School District is not a Sponsor, Endorser, or Otherwise Associated with any Product or Service Advertised in this Publication.

Any advertisement promoting one side of a political or controversial issue will be examined by the school administration prior to acceptance for publication. The standard for review shall be the appropriateness of the advertisement for publication in a school-sponsored nonpublic forum. If advertising is allowed which promotes one side of a political and/or controversial issue, advertising promoting the opposing side of a controversy should be similarly accepted.

8. Advertisements with sexual content or overtones, and/or containing innuendo or suggestions relating to drugs, alcohol, or unlawful activities, shall not be accepted for publication.

9. No school will publish any advertisement that is lewd, vulgar, obscene, contains profanity or pornographic material, advertises tobacco, alcohol products, gambling products, drug paraphernalia, x- or r-rated movies, or birth control products or information.

10. No school will accept advertisements for businesses or individuals that primarily sell or promote the products described or set forth in paragraph #9 above.

11. No school advertisement will discriminate against, attack or denigrate any group on account of gender, race, color, religion, ancestry, national origin, disability, or other unlawful consideration; or promote one group over another.

The Sacramento City Unified School District and its schools reserve the right to deny advertising space to any business and/or individual promoting or selling goods or services that are inconsistent or inimical to the school educational mission, that would inject the school into a community controversy, or subject matter that poses a foreseeable risk of creating community controversy, or are inappropriate for the age of the students and family members who may read the publication.

Regulation approved: SACRAMENTO CITY UNIFIED SCHOOL DISTRICT
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