

Community Relations

School-Sponsored Media Advertising

School-sponsored publications, announcements, radio and TV programs may, with certain restrictions, carry advertising and promotional material from two sources: (1) those solicited by school organizations and (2) those offered by non-school individuals, groups or organizations. (cf. 6145.3 - Publications)

With respect to advertising copy solicited by school organizations, the following guidelines pertain.

1. Excessive solicitation of the same sources should be avoided.
2. Advertising copy promoting the use and sale of materials or services (such as tobacco, intoxicants and movies) which are inconsistent with school objectives is not permitted in school publications.
3. The processes of soliciting advertising, preparing copy and publication shall be permitted to the extent which, in the judgment of the instructional staff, such processes further the educational well-being of the students involved rather than exploiting them to raise money.

With respect to advertising copy offered by non-school individuals, groups or organizations, the administration may at its discretion accept such copy from non-profit, community or non-school agency or organization so long as promulgation of the copy does not infringe upon the school program.

Legal Reference:

CALIFORNIA EDUCATION CODE
35291 Rules

Lompoc Unified School District
Adopted: (5/75 1/86) 3/08