

Cambrian School District

Policy 1325: Advertising And Promotion

Adopted: Draft

The Cambrian Board believes in promoting positive relationships between district schools and the Cambrian community in order to enhance community partnerships, support, and involvement in the schools.

This policy has been established to ensure effective and consistent standards for advertisements and distributing information from official school-parent organizations, nonprofit organizations, and government entities in school-sponsored publications, district and school websites, social media, and school facilities and grounds. Student speech shall be regulated in accordance with BP/AR 5145.2 - Freedom of Speech/Expression. The Superintendent or designee may, consistent with the criteria established in this policy, approve:

1. Distribution of materials or advertisements that publicize services, special events, activities, fund-raising, public meetings, or other gatherings of interest to students or the Cambrian community.
2. Products and materials donated by commercial enterprises for educational use, including those that bear the name and/or logo of the donor, as long as they do not unduly promote the donor or any commercial activity or product

Prior to the distribution, posting, or publishing of any nonschool group's promotional materials or advertisement, the Superintendent or designee shall review and approve the materials or advertisement based on the criteria listed below.

All materials to be distributed shall bear the name and contact information of the sponsoring entity.

A disclaimer is required on any nonschool group's promotional materials to be distributed, posted, or published, stating that the materials' distribution, posting, or publishing does not imply district endorsement of the group's activities, products, or services.

The Superintendent or designee will 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.

Criteria for Approval

The Superintendent or designee shall accept and approve for distribution, or allow on school property, any materials or advertisements that:

- Are from an official school-parent organization, Cambrian Community nonprofit organization, or governmental entity.
- Support Cambrian School District's educational mission and directly benefit the students or be of intrinsic value to them.

Any materials or advertisements that contain the following are prohibited:

- Lewd, obscene, libelous, or slanderous
- Incite students to commit unlawful acts, violate school rules, or disrupt the orderly operation of the schools
- 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
- Contain prayer or proselytizing language
- Position the district on any side of a controversial issue
- Discriminate against, attack, or denigrate any group on account of any unlawful consideration
- 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
- Solicit funds or services for an organization, with the exception of solicitations authorized in this Board policy
- Distribute unsolicited merchandise for which an ensuing payment is requested

Criteria of Materials

- Banners for Exterior Fences
 - Banners shall be no larger than 4 feet high and 6 feet in length
 - The name and/or logo of the sponsor shall not outweigh the supported school event
 - Banners shall be removed after one month or may remain for an extended period of time at the superintendent or designee's approval
 - Banners shall be placed in areas that do not block student supervision
 - No more than two fundraising banners may be placed on the fence at the same time
 - Permanent signage may be obtained through board approval at a regular board meeting
 - Non-approved banners or signage will be removed immediately
- Flyers

Cambrian strives to be eco-friendly and requests electronic flyers, which will be distributed via electronic school newsletters to families who have provided their email addresses and have not opted out. Flyers will not be distributed during the first two and last two weeks of school.

- Flyers shall be no larger than one standard paper
- Messages, advertisements, and announcements by an individual, organization, or business not directly under the control of the school authorities may not be given to students on school premises during school hours and within one hour before the time of opening and within one hour after the time of the closing of school
- Flyers shall be for the direct benefit of the Cambrian Community and students

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.