

ADVERTISING IN THE DISTRICT

Advertising that appears on promotional materials or products proposed for use in the District may be posted, distributed, or used in the instructional program if the materials and/or products meet the following three (3) criteria: (1) they contribute in a positive way to the District's educational program; (2) they meet the spirit of the District's mission, philosophy, and goals; and (3) they promote a general community betterment concept. Superintendent/designee is responsible for approving the use of such materials and products.

Advertising that appears on promotional materials or products proposed for use in the District that are produced by profit-based organizations, businesses, or other groups above is permissible when: (a) the advertising is on products sold in a Board-approved fund-raising activity; (b) the advertising is on coupons, products, etc. to give students as incentives, rewards, etc.; or (c) the advertising is in Official Student Publications (e.g., Little Dodger, Yearbook, programs) or on District-owned property.

Adopted: 08/09/66
Revised: 08/27/96
Reviewed: 12/05/97, 01/15/10, 05/26/15, 11/25/19