

MORAGA SCHOOL DISTRICT

GOVERNING BOARD POLICY

BP 1325

Board Policy Community Relations

Advertising and Promotion

The Governing Board desires to limit student exposure to advertising and promotional materials. Therefore, in order to maintain a limited open forum on school campuses, advertising shall not be accepted in school-sponsored publications.

Distribution of flyers and promotional materials from nonschool- sponsored groups shall be approved based upon the following criteria:

1. Prior to distribution or publication, the Superintendent or designee shall review and approve all advertising copy and promotional materials to ensure compliance with Board policy.
2. Groups must be child centered or providing child centered services
3. Confirmed not-for-profit status (must include tax ID number on flyer)
4. Only flyers that are submitted electronically and that can be posted in a PDF format will be considered for approval

NOTE: Town of Moraga, MEF, Acalanes attendance area schools and public institutions may be exempted from some of the above criteria by the Superintendent/designee.

Organizations seeking distribution of materials that do not comply with these standards will be advised of alternative distribution methods (Lamorinda Weekly, The Sun, etc.)

The Superintendent or designee may selectively approve or disapprove distribution of materials or publishing of copy based on an established criterion but may not disapprove materials or copy in an arbitrary or capricious manner or in a way that discriminates against a particular viewpoint on a subject that would otherwise be allowed.

All materials to be distributed shall bear the name and contact information of the sponsoring entity and include a disclaimer that states that the activity or event is not school-sponsored or approved.

Legal Reference:

EDUCATION CODE

7050-7058 Political activities of school officers and employees

35160 Authority of governing boards

35160.1 Broad authority of school districts