

**ADVERTISING: SCHOOL-SPONSORED MEDIA**

School-sponsored publications and announcements 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.

**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 to be 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 pupils involved rather than exploiting them to raise money.

**ADVERTISING COPY OFFERED BY NON-SCHOOL INDIVIDUALS, GROUPS OR ORGANIZATIONS**

The administration may, at its discretion, accept such copy from a 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****EDUCATION CODE**

51520	Prohibited Solicitations on School Premises
51521	Fund Raising Projects
48907	Freedom of Speech, Press; Restrictions, Responsibilities
48950	First Amendment Restrictions 1