

Community Relations

School-Sponsored Publications

The principal and staff of each school are encouraged to use all reasonable school-sponsored media, such as publications, radio and television to keep the goals, programs and achievements of the school before the public.

School Directory

Any school may develop a school personnel directory subject to the following conditions:

1. Names and addresses of individuals may be used only with their written consent.
2. The school personnel directory will be distributed only to those governmental agencies and other school-related parties which have express written authorization by the Superintendent or designee.
3. Under no circumstances will the school directory be distributed for political or commercial use.
4. A copy of the school directory may be available in the site administrator's office for review by interested persons.

Advertising

School-sponsored publications, announcements, radio and television programs may carry advertising and promotional material with the following restrictions. School publications shall accept no advertising copy which:

1. Is obscene, libelous or slanderous, or which incites students to commit unlawful acts, violate school rules or disrupt the school's orderly operation; or
2. Promotes the use or sale of materials or services which are illegal or inconsistent with school objectives. Ads for tobacco, intoxicants and x-rated movies or products shall not be used.

Advertising copy shall be solicited and prepared only to the extent that this process furthers the educational well-being of the students involved. Excessive solicitation of the same sources shall be avoided. Students shall not be exploited to raise money and time spent securing ads shall not infringe upon the school program.

Before publication, the Superintendent or designee shall review all advertising copy to assure that it complies with the provisions of this policy.

(Legal Reference next page)

Legal Reference:

EDUCATION CODE

35160	Authority of governing boards
35160.1	Broad authority of school districts
49061	Definitions: "Directory Information"
49073	Release of directory information

Adopted: (7-88 9-93) 10-05

ORANGE UNIFIED SCHOOL DISTRICT
Orange, California