

ADVERTISING AND PROMOTION

Distribution of Materials

The Superintendent or his/her designee shall review any material submitted for distribution to students and/or parents to ensure it falls within the described criteria. The Superintendent's/ designee's decision shall be final. No material shall be distributed or posted without prior review and approval by the Superintendent or his/her designee.

The District reserves the right at any time to stop or discontinue any or all distribution of materials from outside organizations.

The District and its schools and employees have as their purpose and duties to educate the children of the District. Their primary purpose and existence is not to serve as mail, delivery or advertising systems for outside organizations, groups, individuals or companies. However, in order to assist students and parents and to promote relationships between the schools and community organizations, the District and its schools may distribute to students materials from outside organizations that meet all of the following criteria:

- Only information from non-profit entities organized to promote youth and school activities of students in the District will be distributed.
- Materials shall not be distributed to students or advertised in school sponsored publications if they:
 1. Are obscene, libelous, or slanderous. (Education Code 48907)
 2. Incite students to commit unlawful acts, violate school rules, or disrupt the school's orderly operation. (Education Code 48907)
 3. Discriminate on the basis of actual or perceived race, color, ethnic group identification, national origin, ancestry, religion, age, marital or parental status, pregnancy, physical or mental disability, medical condition, veteran status, genetic information, gender, gender identity, gender expression, sex, sexual orientation or the perception of one or more of such characteristics
(cf. 0410 – Nondiscrimination in District Programs and Activities)
(cf. 1321 – Solicitation of Funds from and by Students)
 4. Promote, inhibit or denigrate religion or any particular religion;
 5. Are unsolicited merchandise for which an ensuing payment is requested

- Materials from outside organizations shall be limited to one page.
- Parents and/or students shall have the right not to take home some or all of the information from outside organizations.
- No surveys or questionnaires from outside organizations requiring student or parent/guardian response shall be distributed.
- All material distributed shall bear the name and contact location of the sponsoring group.
- All materials distributed shall clearly state that they were not produced by the District or school, and that the District and school do not endorse, support or promote the organization or activity in the material.

Nothing herein shall preclude teachers, at their discretion, from using commercial-free instructional television programs and other instructional materials that do not require advertising to be viewed.

(cf. 6161.11 – Supplementary Instructional Materials)

Procedures for Temporary Signage and Banners

The Board recognizes that District facilities other than school sites, including but not limited to, individual buildings, fencing, and walls, “District Facilities” are a community resource whose primary purpose is to support school programs and activities. The District owns facilities in Culver City that have ample space to hang or post advertisements. The fences, walls and surfaces around the District are often used to announce, promote and market District events, activities and services. The District maintains the right to determine what signage is placed on its campuses and by whom. This administrative regulation provides guidelines and practices to permit temporary banners, placards and signs on various surfaces throughout the District.

I. Definitions and Guidelines

The Board authorizes the Superintendent or designee to permit signage to be posted as per the following regulations:

1.1.The term "signage" will refer to any image or text placed on a temporary banner, placard or sign on the interior or exterior of a District physical structure, such as a building, fence or wall.

1.2.These procedures govern signage pertaining to the announcement of events and programs. They may include acknowledgement of sponsors and supporters of the event.

1.3.These procedures do not govern permanent signage, such as building/campus identification, safety, informational, directional or way-finding signage.

1.4.These procedures do not govern the permanent naming of facilities or other programs or the special acknowledgement of larger, non-event funding as managed in BP 7310.

1.5.Signage announcing and promoting events may be in place for a maximum of 30 days. Signage in support of sports teams and programs may only be in place to the term of the sport's season, not to exceed three months.

1.6.Signage must be placed in a location and manner that will not harm the school facility, including but not limited to damage of paint/surface, fire/safety regulations and wind/load considerations.

1.7.Signage must be consistent with the use of school facilities and grounds and not interfere with the regular conduct of schoolwork.

1.8.Language and images on signage must be respectful of all people on the basis of race, religion, creed, national origin, gender, gender identity, disability and sexual orientation.

1.9.The District does not permit political or issue based signage other than signage related to a permitted event at school site.

1.10.All Signage must adhere to the Rules of Use for Facilities.

2. Approvals

The regulations and process for posting signage must receive the approvals listed below:

2.1.All requests for signage must be made to the Assistant Superintendent of Business Services or his/her designee, and is to be permitted by the Assistant Superintendent of Business Services' office. Exceptions for school-based affiliated groups, including but not limited to PTAs and Booster Clubs, "Affiliated" groups are listed below in section 3.2.

2.2.All signage must be approved by the Site Administrator where it will be placed. Approval must include text, images, materials, location, and duration the signage will be present.

2.3.All signage to be hung by outside organizations or that endorses an outside group, including affiliated organizations, must be approved by the Assistant Superintendent of Business Services.

2.4.An organization may request a review by the Superintendent if their request to post signage is denied. The Superintendent has the final authority to allow or deny the request.

2.5.The Assistant Superintendent of Business Services or designee will generate a Temporary Signage Request Form that contains the necessary information to facilitate the permitting of the temporary signage request.

3. Categories

The regulations and process for hanging temporary signage depends on the status of the user group and the purpose of the signage.

3.1.School & District Organizations

3.1.1.All temporary signage promoting District or school activities may be posted at no fee with site administrator approval. Approval must include any text, images, materials, location, and duration the signage will be present.

3.1.2.Temporary signage promoting District or school activities that also endorses or promotes any outside organization or company must receive approval by the Assistant Superintendent of Business Services and Site Administrator. An applicable donation fee to the school or activity will be determined, using the applicable District fee structure. This includes temporary signage at athletic facilities whose proceeds for posting the signage supports an athletic team and the posting of signage in exchange for an in-kind donation of services or products.

3.2.Affiliated Entities

3.2.1.At the beginning of the school year, the PTA or Booster Club President or designee will fill out and submit a blanket Banner Request Form. This would list any proposed banner and signage postings during the school year and contact information for banners that school year.

3.2.1.1Any changes in the proposed postings would need to be approved in writing (including email) by the Site Administrator and communicated in writing (email) to the Assistant Superintendent of Business Services or his designee for inclusion on the Banner Log. The written communication must include location, size, and proposed display dates (up and down).

3.2.1.2Any signage that promotes, advertises or acknowledges any commercial or non-profit organization must go through the complete process including a specific banner request prior to hanging.

3.2.1.3Any banner that has not been permitted or logged will be removed.

3.2.2.All temporary signage promoting Affiliated activities may be posted at no fee with Site Administrator and Assistant Superintendent of Business Services' approval.

3.2.3. Temporary signage promoting Affiliated activities that also endorses or promotes an outside organization must receive approval by the Assistant Superintendent of Business Services. An applicable donation fee to the school or affiliated group will be determined, using the applicable District fee structure. This includes the posting of signage in exchange of an in-kind donation for services or products.

3.3. Non-Profit and Commercial Organizations

3.3.1. Non-Profit and Commercial Organizations may be allowed to post temporary signage promoting an upcoming event or an event in progress that has been permitted by the Assistant Superintendent of Business Services. Approval by the Site Administrator and Assistant Superintendent of Business Services or their respective designees is required. An appropriate permit fee will be determined.

3.3.2. Temporary signage promoting non-profit and commercial organization activities that also endorse or promote any non-permitted organization must receive approval by the Assistant Superintendent of Business Services. An applicable permit fee will be determined, using the applicable District fee structure. This includes the posting of signage in exchange for an in-kind donation of services or products.

4. Distribution

The distribution of permit fees for posting temporary signage will differ accordingly:

4.1. All donation fees received as part of temporary signage connected with the school, District, Affiliated activities will be directed to the school site or Affiliated group.

4.2. All permit fees for posting temporary signage will split evenly between the school site and the District.

Regulation

Reviewed: August 28, 2018

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Revised: August 28, 2018

CULVER CITY UNIFIED SCHOOL DISTRICT
Culver City, California