

**KERN COUNTY SUPERINTENDENT OF SCHOOLS OFFICE****COMMUNITY RELATIONS****ADVERTISING AND PROMOTION**  
**PUBLIC INFORMATION MATERIALS**

To cooperate in publicizing community services, special events and public meetings of interest to students and parents-guardians, the Superintendent or designee may approve the distribution of printed materials prepared by governmental agencies or service organizations which extend the community's cultural, recreational, artistic or educational opportunities.

Materials to be distributed by or under the sponsorship of the Superintendent shall not include:

1. Any material that is offensive, libelous, or slanderous, or which incites students to commit unlawful acts, violates school/programs, rules, or disrupts the school's/program's orderly operation.
2. Any material that attacks or denigrates any group on account of sex, race, color, sexual preference, religion, ancestry, national origin, handicap, or disadvantage.
3. Any material that promotes or endorses a particular religious belief or any religious tract material.

All information materials to be distributed shall bear the name and contact location and means of contacting the sponsoring group.

Advertising of commercial products or services is prohibited. Distribution of any non-advertising products or services may be distributed in Kern County Superintendent of Schools Office schools/programs only with prior written approval of the Superintendent or her/his designee.

Public information materials approved by the Superintendent or designee may be disseminated by students using Superintendent distribution channels or services on a voluntary basis. All surveys or questionnaires requiring student or parent/guardian response must be first approved by the Superintendent or designee prior to dissemination. Students shall not be asked to distribute commercial advertising.

Legal reference next page.

Legal Reference:

BUSINESS AND PROFESSIONS CODE

25664 Advertisements encouraging minors to drink

*Bright v. Los Angeles Unified School District* (1976) 134

Cal. Rptr. 639, 556 P. 2d 1090, 18 C. 3d 450

EDUCATION CODE

1249 Publications; sale; price; receipts

1260 Powers to promote advancement of education

1262 Consultative and coordinative services

48907 Student exercise of free speech