

**POWAY UNIFIED SCHOOL DISTRICT
ADMINISTRATIVE PROCEDURE**

Originator: Assoc. Superintendent, LSS

Issue No: 4

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Reference:

ARTICLE: 7.0 SCHOOL AND COMMUNITY

7.9 ADVERTISING AND PROMOTION

SECTION 7.9.1 Advertising and Promotion

Requests for promotional distribution of after-school or non-school time activities shall be regulated by an assigned associate superintendent, Learning Support Services. That office will distribute permission slips to approved organizations and individuals so that they may take their material to the school for site approval. Generally, all District-approved materials forms will be subject to principal approval for site distribution. District approval signifies that the request is within the bounds of District policy; however, site principal discretion is the final level of approval.

Examples of Approved Flyers

The District must take care to restrict the promotion or publicizing of private sector organizations in areas such as learning/tutoring academics, electronic workshops, performing arts training, instrument lessons, etc. This is necessary because the District cannot endorse private or business services in any form. Organizations which purport to be non-profit must present a current IRS letter confirming they meet the 501(c)(3) requirements of the IRS as a non-profit organization to the approving District official at the time for approval of the request.

- City of Poway Recreation Department Information/Bulletins
- Youth Athletic Clubs/Organizations (non-profit)
 - o Little League Soccer, Softball, Pop Warner
- Youth Service Groups
 - o DARE, Safety Patrol, SADD
- Youth Development Organizations
 - o YMCA/YWCA
 - o Boy Scouts/Girl Scouts
 - o Cub Scouts/Campfire Girls

Advertising and Promotion

Principals shall monitor all informational material/products entering the school for use in the instructional program and shall inform staff of related policies/regulations. No materials may be distributed through/to students without the written consent of the principal. Staff should be instructed that products should not be promoted or advertised in the classroom, but may be used for instruction or student safety.

Donated products and informational materials may be used in the classroom so long as their use does not promote any commercial activity or constitute an advertisement of commercial products. The donation may bear the name/logo of the donor. Requests to distribute any materials in the school shall be made by attaching a simple memo to a copy of the material and forwarding this to the responsible Learning Support Services designee.

Individual and Organizational Communication

The District does not permit individuals or organizations access to the schools/students through the internal mail system for the purposes of recruiting membership, advertising meetings, or promoting events.