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[Burbank USD](#) | BP 1325 Community Relations

Advertising And Promotion

◀ [Previous](#) | [Next](#) ▶

The Board of Education establishes this policy to ensure effective and consistent standards for advertisements and promotions by nonschool groups in school-sponsored publications, on district and school web sites and social media, and on school facilities and grounds. Student speech shall be regulated in accordance with BP/AR 5145.2 - Freedom of Speech/Expression.

(cf. [1113](#) - District and School Web Sites)

(cf. [1114](#) - District-Sponsored Social Media)

(cf. [1330](#) - Use of School Facilities)

(cf. [5145.2](#) - Freedom of Speech/Expression)

(cf. [6145.5](#) - Student Organizations and Equal Access)

Limited Public Forum

The Board desires to promote positive relationships between district schools and the community in order to enhance community partnerships, support, and involvement in the schools. The Superintendent or designee may, consistent with the criteria established in this policy, approve:

1. Distribution of noncommercial materials that publicize services, special events, public meetings, or other gatherings of interest to students or parents/guardians

(cf. [1400](#) - Relations Between Other Governmental Agencies and the Schools)

(cf. [6162.8](#) - Research)

2. Distribution of promotional materials of a commercial nature to students or parents/guardians

(cf. [1700](#) - Relations Between Private Industry and the Schools)

3. Paid advertisements on school property, including, but not limited to, advertisements on school buildings, athletic fields, scoreboards, and billboards

4. Paid advertisements in school-sponsored publications, yearbooks, announcements, and other school communications, including web sites and social media

5. Products and materials donated by commercial enterprises for educational use, including those that bear the name and/or logo of the donor, as long as they do not unduly promote the donor or any commercial activity or product

(cf. [3290](#) - Gifts, Grants and Bequests)

(cf. [6161.11](#) - Supplementary Instructional Materials)

Prior to the distribution, posting, or publishing of any nonschool group's promotional

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