

POLICY 1510
ADVERTISING/PROMOTIONS

The District, its schools and school-sponsored events and activities shall not be used for advertising of commercial products, services or activities, except as approved by the Superintendent and/or his/her designee.

Equipment or materials containing advertising of a service, product or activity may be approved for school use by the Superintendent and/or his/her designee, if the educational value or savings to District taxpayers warrant such approval. In such cases, the Superintendent and/or his/her designee shall consider proposals from enterprises interested in submitting a proposal that involves the display of or ongoing visual promotion of a particular enterprise. This must be limited in duration and subject to removal if the District's association with the enterprise is determined to be inconsistent with the District's mission or the educational environment.

No advertising will be permitted if it advertises or promotes products or services or uses imagery, verbiage or other methods of communication (a) that pertains to products or services that are unlawful or prohibited in school, such as alcoholic beverages, tobacco or other harmful substances; (b) that are inappropriate for the intended age group, such as those related to the promotion of sexual activity; (c) or that is inconsistent with the District mission or educational objectives. No advertisement shall be construed as or constitute an endorsement by the Board, the District or the school of any product, services or activity or program. All advertisements must be approved by the Superintendent and/or his/her designee.

Announcements of activities that are cultural or recreational and sponsored by school-related organizations may be made on the school public address system. Building principals will regulate such announcements.

LEGAL REF.: Wisconsin Statutes
Section 118.12(1) [Promotions on school premises]

CROSS REF.:
1220, Cable Television
1330, Facilities Use
1400, Gifts, Grants and Bequests
1410, Free Materials
1500, Solicitations/Fundraising
1520, Distribution of Marketing Materials
3422, Exclusivity Agreements with Vendors
6750, Student Contests

ADMINISTRATIVE REGULATIONS: None

AFFIRMED: December 28, 1990

REVISED: February 25, 2003
December 19, 2006
February 27, 2018