

ADVERTISING IN THE SCHOOLS

Neither the facilities, the name, the staff, nor the students of the schools, school system, nor any part thereof shall be employed in any manner for advertising or otherwise promoting the interests of any commercial or other non-school agency or organization except that:

- 1) The school may cooperate in furthering the work of any non-profit, community-wide social service agency, provided that such cooperation does not resist or impair the educational program of the schools.
- 2) The school may use films or other educational materials bearing only simple mention of the producing or sponsoring firm.
- 3) The schools may participate in radio or television programs under acceptable commercial sponsorship when such participation is supplementary or beneficial to the program of the schools.
- 4) The superintendent may, at his/her discretion, announce or authorize to be announced, any lecture or other community activity of particular educational merit.
- 5) The schools may, upon approval of the superintendent, cooperate with any governmental agency in promoting activities in the general public interest which are non-partisan and non-controversial and which promote the education or other best interests of the students.
- 6) School publications may accept and publish paid advertising under established procedures.
- 7) School media productions may accept paid advertising under established procedures.
- 8) High school academic courses may involve students in the process of seeking paid advertising as a part of the course curriculum. These courses require prior approval of the School Board.
- 9) Teachers may use source materials from commercial agencies, provided that this material has been approved by the principal. Approved source material may, from time to time, be called to the attention of the teachers by principals and the superintendent.
- 10) Other special situations as approved by the superintendent and/or Board of Education (e.g. scoreboards).
- 11) The District prohibits advertising that:
 - Promotes or contains references to alcohol, tobacco, drugs or drug paraphernalia. This does not prohibit advertising or promotion by or on behalf of enterprises (e.g., grocery stores, restaurants or bowling alleys) which sell alcohol or tobacco products as an ancillary part of a business.

- Promotes or contains references to weapons; lewd, vulgar, obscene, pornographic or illegal materials or activities; gambling or gambling aids; violence; hatred; sexual conduct; sexually explicit material; TV-MA, or X-, NC-17, or R- rated movies.
- Contains libelous material or false, misleading or deceptive claims. · Creates a substantial disruption in the school environment or inhibits the functioning of any school.
- Contains material that exploits or demeans a person, including a person's protected status.
- Creates an endorsement of a political cause, activity, candidate or position.
- Promotes organizations that are in competition with the school district.
- Negatively affects the fiscal condition of the District and/or places any financial or other limitations on the District.
- [(Option) Is submitted by or on behalf of a religious group or organization ...] That has or implies religious content, affiliation, purpose, or, in the judgment of the District, would in any way suggest that the advertisement or its sponsor(s) have the imprimatur of the District.
- Submitted by any individual or group whose purpose(s), behavior, actions, goals, or any other objective(s), in the discretion and judgment of the District, evince hostility, menace, or acts of violence toward any group of individuals, including racial, gender, ethnic, religious, cultural, national origin, and other groups that include District students and parents/guardian(s).

Legal Ref.: Section 118.12 Wisconsin Statutes

Cross Ref.: 363, Special Interest Materials
 372, Student Publications
 850, Public Sales and Solicitations on School Property
 851-Rule, Sales/Advertising – Exceptions

Adopted: 2/14/83

Revised: March 1994
 December 1996
 July 2002
 May 2022

Waunakee Community School District

