

POLICY 1510  
ADVERTISING/PROMOTIONS

Schools shall not be used for advertising of commercial products or activities, except as approved by the Superintendent of Schools/designee.

Equipment or materials containing advertising of a service, product, or activity may be approved for school use by the Superintendent/designee, if the educational value or savings to District taxpayers warrant such approval.

Competing commercial enterprises, upon their request, will be afforded equal opportunity to offer equipment or materials for such approval.

No advertising for alcoholic beverages, tobacco, or other harmful substances or that is inconsistent with the District mission or educational objectives of the District may be accepted for any school or school publication. No paid 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. The Board and the school reserve the right to reject any paid advertisement for any reason.

Announcements of activities that are cultural or recreational and sponsored by school-related organizations or non-commercial, non-denominational or non-political community organizations may be made on the school public address system, or be posted or disseminated. Building principals will regulate the posting or other dissemination of such announcements by school personnel.

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

CROSS REF.: 1213, Web Publication  
1220, Rule, Cable Television  
1330, Use of School Facilities  
1400, Gifts, Grants and Bequests  
1410, Free Materials  
1500, Solicitations/Fundraising  
1520, Notification of Materials and Literature to Students  
3422, Exclusivity Agreements with Vendors  
6750, Student Contests

ADMINISTRATIVE REGULATIONS: None

AFFIRMED: December 28, 1990

REVISED: February 25, 2003  
December 19, 2006