

ADVERTISING/COMMERCIALISM IN THE SCHOOLS

2000.8

No commercial activity as defined or allowed by this policy shall be associated with tobacco, alcohol, illegal drugs or weapons; contain vulgar and plainly offensive, obscene, or sexually explicit language or graphics; advocate the violation of law or District policy; advance any religious or political organization; promote, favor or oppose a candidate for elected office or a ballot measure; be associated with any company or individual whose actions are inconsistent with the District's mission and goals or community values; or otherwise be in violation of law.

The District shall provide no personally identifiable data about a student to the sponsor of a commercial activity without the written consent of the student's parent/guardian and approval of Administration. Likewise, no student, in order to participate on a school program or school-sponsored activity, shall be required to provide personally identifiable data to the sponsor or a commercial activity without the written consent of a parent/guardian and approval of Administration. Students shall not be required to complete any survey or questionnaire that is designed to provide marketing information to a vendor or business about their interests or preferences for a particular vendor, business or product.

Any commercial activity allowed by this policy shall be respectful of all people without regard to disability, race, color, gender, national origin, ethnicity, sexual orientation, age, religion, marital status, socioeconomic status, cultural background, familial status, physical characteristics or linguistic characteristics.

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) Advertisement or promotion of any product, program, or service on school property should be avoided unless the school or the students receive some benefit. Administration shall approve in advance any advertising or promotion that occurs on school property.
- 3) Administration may, at their discretion, announce or authorize to be announced, any lecture or other community activity of particular educational merit. The school may, upon approval of Administration, 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.
- 4) School publications may accept and publish paid advertising under reasonable guidelines as established by Administration (i.e. no references to alcohol, tobacco, illegal drugs, weapons, etc.).
- 5) Teachers may use source materials from commercial agencies, provided that this material has been approved by Administration. Approved source material may, from time to time, be called to the attention of the teachers by Administration.
- 6) Other special situations as approved by Administration. Any advertising-related donation valued over \$3000 to be approved by the Board of Education.

Legal Ref.: Section 118.12 Wisconsin Statutes
118.125
No Child Left Behind Act of 2001 (Protection of Pupil Rights Amendment)