

## COMMERCIAL ADVERTISING AND SPONSORSHIPS

It is the policy of the South Kitsap School District to significantly restrict commercial advertising on or within District operated property. Compulsory attendance laws create an obligation for the District to protect the welfare of students and the integrity of the learning environment. Therefore, students shall not be exposed to commercial advertising/sponsorship in the school environment, except as follows:

- A. As permitted in connection with courses of study which have specific lessons related to advertising. It will be up to each school to decide whether the lessons related to advertising are appropriate.
- B. As permitted in yearbooks and school newspapers or other student publications where marketing/advertising is part of the curriculum.
- C. As permitted in such supplementary classroom and library materials as newspapers, magazines, television, the internet, and similar media where they are used in a class such as current events, or where they are used as an appropriate research tool.
- D. As permitted during co-curricular or extra-curricular activities outside the school day per procedure 4238P.

Permission by the District for commercial advertising or sponsorship should not be construed as an endorsement of the business or its product or services or as an exclusive agreement.

Commercial companies' logos or products that are used in the school environment incidental to a District contractual service or purchase are not subject to the terms of this policy.

The District's acceptance of limited advertising and/or sponsorships for commercial purposes does not provide or create a public forum for expressive activities. In keeping with its proprietary function as a provider of public education, the District's acceptance of any advertising and/or sponsorship does not convert its facilities or resources into open public forums for public discourse and debate. Rather, the District's fundamental purpose is to accept advertising/sponsorship(s) as an additional means of generating revenue to support its educational operations. Therefore, the District retains exclusive control over the nature, content, and purposes of the ads accepted and maintained on its property.

Advertisements of and/or sponsorships for products and/or services that interfere with the District's mission to educate students and generate revenue to support educational operations will not be permitted. Advertisements/sponsorships that could detract from the District's mission by creating substantial controversy, interfering with and diverting resources from school operations, and/or posing foreseeable risks of harm or material and substantial disruption to schools are prohibited. The restrictions in this policy are neutral and are intended to foster a limited and appropriate advertising forum that respects the educational environment and reasonably maximizes advertising revenue.

Without limitation on the foregoing restrictions, the following types of advertisements/sponsorships are not permitted:

- A. Advertisement(s) for cigarettes, liquor, illicit drugs, or drug paraphernalia.
- B. Advertisement(s) promoting or disparaging any religion or religious belief.
- C. Advertisement(s) promoting or disparaging any political candidate or cause.
- D. Advertisement(s) that may cause a material and substantial disruption of school activities. (Disruption is defined as student rioting, unlawful seizures of property, or substantial student participation in a school boycott, sit-in, walk-out, or other related form of activity.)
- E. Advertisement(s) containing obscene content. Obscene expressions are those that, applying contemporary community standards, appeal to prurient interests; depict or describe in a patently offensive way sexual conduct specifically defined by applicable state law; and taken

- as a whole, lack serious literary, artistic, political, or scientific value.
- F. Advertisement(s) with content that is reasonably determined to be false, misleading, inaccurate, and/or potentially libelous. The expression will be considered libelous when it includes defamatory falsehoods about an individual or organization.
  - G. Advertisement(s) that are inappropriate for the age and/or maturity of students in the foreseeable audience.

Cross Reference:	Board Policy 3220	Freedom of Expression
	Board Policy 4237	Contest, Advertising and Promotions

**Adopted: October 21, 2015**