

Management Support

Advertising on District Property

This policy restricts 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 will not be exposed to commercial advertising 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 (newspapers, magazines, television, the internet, and similar media) where they are used in a class, 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 6815P.
- E. Other circumstances that are approved in advance and in writing by the Superintendent or designee.

Permission by the district for commercial advertising should not be construed as an endorsement of the business, its product or service 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 but remain subject to the terms and conditions of the governing agreement, including any advertising terms.

The district's acceptance of limited advertising 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 does not convert its facilities or resource into open public forums for public discourse and debate. Rather, the district's fundamental purpose is to accept advertising as an additional means of generating revenue to support its educational operations. Therefore, the district retains exclusive control over advertising permitted on its

property or using district resources and has the right to remove advertisements at any time.

Advertisement of 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 that could detract from the district's mission by creating substantial controversy, interfering with, or diverting resources from school operations, and/or posing foreseeable risks or harm or materials and substantial disruption to schools are prohibited. The restrictions in this policy are intended to foster a limited and appropriate advertising forum that respect the educational environment and reasonably maximizes advertising revenue.

Promotion of private business through the use of advertising on district school sites is prohibited except at gymnasiums, athletic fields and during special events. Advertising in gymnasiums may occur only during after-school and weekend events and activities and must be removed prior to the resumption of the next school day.

Outdoor advertising at district owned non-school sites where the general public attends district and non-district sponsored events is allowed but the sale of advertising space must be handled through an open competitive process. All such advertising must be approved by the Superintendent or designee before being displayed.

The policy does not prohibit the sale of advertising space in yearbooks or student newspapers. It also does not prohibit the type of advertising typically found on vending machines or on items sold in student stores. However, the process for allowing any advertising must be an open competitive basis and all displays must be pre-approved by the Superintendent or designee. Sponsorship of student clubs/organizations will be governed by Policy 3530 and Procedure 3530P.

The Superintendent or designee will develop procedures for the implementation of this policy.

Cross References:	Policy 2150	Co-Curricular Program
	Policy 3510	Associated Student Bodies
	Policy 3530	Fundraising Activities Involving Students
	Policy 4260	Use of School Facilities

Legal References	RCW 28A.320.010	Corporate Powers
	RCW 28A.330.100	Additional powers of the board

Classification: Discretionary

Adopted: May 14, 2008
Revised: January 22, 2025