ADVERTISING ON DISTRICT PROPERTY: 6815

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 shall not be exposed to commercial advertising in the school environment, except as follows:

A. As permitted in connection with courses of study that 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 the procedure that accompanies this policy (6815P).

E. Other circumstances that are approved in advance and in writing by district administration.

Permission by the District for commercial advertising is not and 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 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 resources 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 that uses District resources and has the right to remove advertisements at any time.

Advertisements 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 material and substantial disruption to schools are prohibited. The restrictions in this policy are intended to foster a limited and appropriate advertising forum that respects 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.

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 site administrator before being displayed.

This 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 on an open competitive basis and all displays must be pre-approved by the site administrator. Requests for sponsorship of student clubs/organizations shall be submitted to the Superintendent's Office in writing and approval must be given by the Superintendent/designee. Criteria to be used will be consistent with Administrative Policy 4237.

Any permissible advertising must adhere to the specifications set forth in the procedure accompanying this policy, including the limitations on subject matter.

Cross References:	Administrative Policy – 2150	Co-Curricular Program
	Administrative Policy – 4237	Contests, Advertising and Promotions
	Administrative Policy – 4260	Use of School Facilities
Legal References:	RCW 28A.320.010	Corporate powers
	RCW 28A.330.100	Additional powers of board