ADVERTISING ON DISTRICT PROPERTY: 6815P

Commercial advertising is defined as the display or distribution of information promoting the purchase or use of products or services of an entity in exchange for payment of fees or in-kind services benefitting a student activity, school, program, and/or the district.

The District reserves the right to remove advertising at any time for any reason set forth in Administrative Policy 6815 and will, if such removal is sooner than the originally anticipated duration specified in the agreement, notify the advertiser of the removal.

The product and/or service advertised must be consistent with District policies and procedures, state and federal law, and WIAA regulations. Advertising must be consistent with District policies prohibiting discrimination.

Complete payment for an advertisement is required prior to the first day that advertisement is displayed.

Additionally, without limiting the foregoing restrictions, the following types of advertisements are not permitted:

A. Advertisement(s) for cigarettes, cigars, snuff, smoking tobacco, smokeless tobacco, nicotine, nicotine delivering devices, chemicals, or devices that produce the same flavor or physical effect of nicotine substances, and any other tobacco innovation, cannabis, recreational drugs, liquor, illicit drugs, or drug paraphernalia.

B. Advertisement(s) promoting or disparaging any political candidate, cause, or a group of candidates; a political party; an initiative; a referendum; or other ballot measure, regardless of whether at the federal, state, or local level, and including school boards.

C. Advertisement(s) that promotes religion, religious matters, religious organizations, or establish a religious tenet or a position about religion, such as atheism.

D. Advertisement(s) that may cause a material and substantial disruption of school activities.

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 (including sex and gambling).

H. Advertisement(s) for illegal activity, including promotion of an activity or product that is illegal under local, state, or federal law.

I. Advertisement(s) that infringe on copyright, trademark, or other intellectual property laws.

J. Advertisement(s) for weapons, including all firearms, and including ads promoting or soliciting the sale, rental, distribution, or availability of any weapon or related products.

School ASBs, athletic teams, and clubs may participate in the sale of advertising space at District sites, through their advisors, in accordance with Administrative Policy 6815 and these procedures, and with prior consent of the Superintendent or designee.

All money acquired by ASBs, athletic teams, and clubs through the sale of advertising under these procedures shall be district funds and shall be deposited to and disbursed from the district's ASB program fund.