

Commercial Advertising and Promotional Activities

Policies governing commercial advertising and promotional activities in schools and school districts need to be weighed carefully in light of the legal requirement for compulsory attendance in public schools and the responsibility of the School Board to protect the safety and well-being of students and the integrity of the learning environment. In addition, publicly-owned schools and facilities are managed in trust for taxpayers, with an expectation they will be maintained in keeping with community standards for acceptable use.

It is the policy of Trout Lake School District, therefore, to ensure that commercial advertising and promotional activities to generate revenue are carefully administered for the benefit of students and to further the educational mission of the district. It is the Board's intent to create a limited public forum where the District will exclude advertising and promotional activities that may be disruptive to its educational purpose, the instructional program, or operations of the District..

The following policy governs the acceptance and placement of commercial advertising and promotional activities by schools, school district employees, and the District. It does not control the acceptance and placement of advertising or promotional activities by parent organizations, booster clubs, alumni associations and other support groups that are separate not for profit organizations.

COMMERCIAL ADVERTISING

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 benefiting a student activity, school, program, and/or District.

Examples of such advertising may include but are not limited to advertisements in student yearbooks, event programs, school newsletters, student newspapers, and athletic programs; display advertising on stadium fences or gymnasium walls, signage on district vehicles (other than school buses, which is prohibited by state law); advertising on electronic websites, and all other types of advertising in educational settings or on District property.

Any commercial advertising must be approved in advance by the Superintendent or designee, and must meet the following criteria:

1. Advertising must be sold primarily to support student activities, schools, programs, and/or the district's educational mission, not primarily to benefit the advertiser.
2. Advertising shall not distract from or disrupt the educational purpose, instructional program, or daily operations of a school or support operation.
3. Contracts for placement of commercial advertising must be limited to not more than one year in

duration, conform to the fee schedule adopted by the Board of Directors and adhere to all other applicable laws, jurisdictional code requirements, and district policies and procedures.

4. Revenue from advertising must be deposited in the District's General Fund or ASB Fund as determined by the Business Office to conform with the accounting regulations of the State of Washington; it may be designated with the appropriate fund for the support of a particular activity, school, or program, or it may be used for the general support of the District's educational mission..
5. Advertising must be appropriate, as determined by the Superintendent or designee, for the age of the primary audience that will view the advertising.
6. No advertising will be accepted that encourages illegal activity or inappropriate behavior on the part of students or adults.
7. No advertising will be accepted that promotes or opposes religion in general or a specific religion ballot measure candidate for public office, a political position, or political party.
8. Advertising may be rejected if a cost/benefit analysis of a proposal by the Business Office determines the cost of reviewing and accepting an advertisement exceeds the revenue anticipated to be derived from that advertising.
9. Advertising content must conform to community standards as determined by the Board of Directors and shall not:
 - Promote illicit drugs, alcohol, tobacco, firearms, or weapons Promote hostility, disorder, violence, or violation of law
 - Attack, demean, or discriminate against any person or group on the basis of race, color, national origin, religion, disability, age, or sexual orientation
 - Invade the privacy of others, or
 - Be libelous, obscene, or profane

PROMOTIONAL ACTIVITIES

Promotional activities are defined as organized events in which students are engaged, designed to promote the sale or use of a particular product or service. Examples of promotional activities may include but are not limited to business sponsored competitions or athletic tournaments,, book fairs,, and similar events.

Any promotional activities must be approved in advance by the Superintendent or designee and must meet the same criteria as the advertising standards established in this policy.

Adoption Date: 04.25

District: Trout Lake School District