

ADVERTISING IN THE SCHOOLS

The Evansville Community School District Board of Education, administration, staff, students, the District or any part thereof, shall not be used to advertise or otherwise promote the interests of any commercial or other non-school agency or organization except as provided for by the Board and Administration. The following guidelines apply:

- 1) The school may cooperate in furthering the work of any non-profit, community-wide social service agency, provided that such cooperation does not compromise the educational program of the schools.
- 2) The school may use films or other educational materials bearing only simple mention of the producing or sponsoring firm.
- 3) The schools may participate in radio or television programs under acceptable commercial sponsorship when such participation is supplementary or beneficial to the program of the schools.
- 4) The District Administrator may, at his/her discretion, announce or authorize to be announced, any lecture or other community activity of particular educational merit.
- 5) The schools may, upon approval of the District Administrator, cooperate with any governmental agency in promoting activities in the general public interest which are non-controversial and which promote the education or other best interests of the students.
- 6) School publications may accept and publish paid advertising under established procedures.
- 7) Teachers may use source materials from commercial agencies, provided that this material has been approved by the principal. Approved source material may, from time to time, be called to the attention of the teachers by principals and the district administrator.
- 8) Local businesses may distribute promotional materials of minimal value with prior approval of the District Administrator, provided that such distribution does not compromise the educational program of the schools.
- 9) Other situations may be considered by the District Administrator and/or the Board.

Legal Ref.: Sections 118.001 Wisconsin Statutes (Duties and Powers of School Boards)
118.12 (Sale of Goods and Services at Schools)
120.13 (Pupil Discrimination Prohibited)

Local Ref.: Policy #458 - Evansville School District Wellness
Policy #458.1 - Students Nutrition Procedures
Policy #458.2 - District Nutrition Standards
Policy #458.3 - Guidelines for Food and Beverages Offered to Students at School Functions
Policy #852 - Distribution of Flyers, Posters, Brochures, and Other Non-School Materials