

ADVERTISING/PROMOTION IN SCHOOLS

BARABOO SCHOOL BOARD POLICY

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The School District of Baraboo recognizes there are times when advertising/promotion serves a purpose of furthering academics. Advertising/promotions may be permitted in the schools as follows or otherwise provided by District policy:

1. The school may cooperate in furthering the work of any nonprofit, community-wide social service agency, provided that such cooperation does not restrict or impair the educational program of the schools.
2. The school may use films, videos or other educational programs under acceptable commercial sponsorship when such participation is supplementary or beneficial to the program of the schools.
3. The District Administrator may, upon approval of the Board, cooperate with any governmental agency in promoting activities in the general public interest which promote the educational or other best interests of the students.
4. School publications may accept and publish paid advertising under established procedures. Advertisements from sellers of alcoholic or fermented malt beverages and/or tobacco products shall be permitted in school publications, provided that no mention of the alcoholic, fermented malt beverage or tobacco product is made.
5. Teachers may use source materials from commercial agencies upon prior approval from the District Administrator or designee.

LEGAL REF.: Sections 103.23, 103.64, 118.001, 118.12, 120.13, Wisconsin Statutes

CROSS REF.: 165.1 Conflicts of Interest
361.2 Media Center Materials Selection
374 Fund-Raising Activities
522.5 Political Activities by Staff
852 Distribution of Non-School Sponsored Material

ADOPTED: February 21, 2000

REVISED: February 14, 2005