

## MARSHALL PUBLIC SCHOOLS

### SERIES 400 STUDENTS

851

#### ADVERTISING/SPONSORSHIPS IN THE SCHOOLS

The Marshall School District believes that commercial advertising should not impede student learning and it seeks to balance both the type and amount of advertising that is allowed as part of the school setting. No paid advertisement may be placed in or used by the District or a school that, among other things, undermines the District's efforts to provide an excellent educational program, targets or attempts to exploit students, or compromises the reputation or mission of the District. Providing access for commercial purposes may be construed as a violation of public trust and, if allowed, must be granted with great care, forethought and diligence.

It is the District's intent that its name, schools, staff, and students be protected and that the integrity of the instructional program be maintained and secured. The Board and school reserve the right to reject any paid advertisement for any reason. Any allowance of advertising within the Marshall School District must adhere to the provisions in this policy.

#### ADVERTISEMENTS

No advertisement shall be allowed unless it fits one or more of the following categories and is approved by the district administrator or his/her designee.

1. Paid advertisements in a high school student newspaper or other District publications.
2. Instructional aids furnished by private sources when the advertising is reasonable, non-intrusive and not inherent to the content. Such instructional aids must be used in a manner that is consistent with the District's policies and procedures related to curriculum and instruction, controversial issues and use of District property.
3. Signs on the athletic fields that meet the village's sign code.
4. Advertising in the program for District-sponsored or approved extracurricular activity.
5. A pro-school advertisement for an organization approved by the Board.
6. The display of product names on vending machines that have been placed in the school for the use of students, staff and public at secondary schools and other District facilities other than elementary schools. Vending machines with product names may only be placed in staff lounges at the Elementary School and Early Learning Center.
7. Incidental advertisements that appear when students are using various Internet services.
8. The purpose/use of the funds will be established prior to the advertisement being approved.

For the purposes of the policy, "advertisement" means any payment of money or other economic benefit to a school or the District that requires visual, audio or video placement of a name, slogan or product message on a school district property, publication, broadcast or website. The term

advertisement does not include traditional fundraising activities or outright gifts to which no quid pro quo is attached.

## SPONSORSHIPS

The Board encourages sponsorships to help support District programs, buildings and services, but no sponsorship agreement shall require that the District's programs and services be delivered in a specific manner. A "sponsorship" means any payment of money or other economic benefit to a school or the District in exchange for recognition.

A sponsor may be acknowledged in District publications or broadcasts and on school premises. Multiple acknowledgements for one building, program or service such as plaques, bricks, banners, etc., may only be posted, mounted or displayed outside of curricular areas (i.e. in halls or outside of room or building) with the exception of areas used for extra-curricular and/or community events (i.e. gymnasiums and auditoriums).

The acknowledgement should be tasteful and not minimize or take away from the District's role or responsibility for the activity or service.

"Sponsorship" is defined as a person, company, business, corporation or other entity providing money, goods and/or services to support the District, its school, school activities, etc. in return for the sponsor receiving an acknowledgement by the District or school indicating that money, services and/or goods were donated by the sponsor or the activity was sponsored by or sponsored in part by the sponsor.

## EXCLUSIVE RIGHTS CONTRACTS

The Board may from time to time consider the approval of an exclusive rights contract if it will result in substantial benefit to the District, its schools and their respective students, and it is not inconsistent with the District's policies, mission and goals. An "exclusive right contract" means any payment of a premium or provision of some economic benefit to a school or to the District for the right to be a sole provider of a service or good. This term includes limited exclusive rights contracts where more than one provider may supply the same or similar service or product. The Board's consideration of such benefit may include but is not limited to the impact on students as well as the amount of funds that will be generated, how the funds will be used, and what alternative sources of funding are available.

All such contracts must be issued in conformance with purchasing procedures established by law and Board policy. No site will be required to be a party to an exclusive rights contract unless it has agreed in advance or unless the Board has determined that there is an overriding interest by the District for all schools or specific school or set of schools to participate.

Exclusive rights contracts shall not include provisions that would allow marketing activities, including advertising, to take place in an District classrooms, hallways, curricular areas or lunchrooms, except that vending machines at secondary school or elementary and middle school staff lounges may display product names.

## PROHIBITED COMMERCIAL ACTIVITIES

The above policy notwithstanding, no commercial activity as defined or allowed by this policy shall be associated with tobacco, alcohol, illegal drugs or weapons; contain vulgar and plainly offensive, obscene, or sexually explicit language or graphics; advocate the violation of law or District policy; advance any religious or political organization; promote, favor or oppose a candidate for elected office or a ballot measure; be associated with any company or individual whose actions are inconsistent with the District's mission and goals or community values; or otherwise be in violation of law.

The District shall provide no personally identifiable data about a student to the sponsor of a commercial activity without the written consent of the student's parent/guardian and approval of the District Administrator. Likewise, no student, in order to participate in a school program or school-sponsored activity, shall be required to provide personally identifiable data to the sponsor of a commercial activity without the written consent of a parent/guardian and approval of the district administrator or his/her designee. Students shall not be required to complete any survey or questionnaire that is designed to provide marketing information to a vendor or business about their interests or preferences for a particular vendor, business or product.

Any commercial activity allowed by this policy shall be respectful of all people without regard to disability, race, color, gender, national origin, ethnicity, sexual orientation, age, religion, marital status, socioeconomic status, cultural background, familial status, physical characteristics or linguistic characteristics.

Legal Reference:       Section 118.001 Wisconsin Statutes  
                                  118.12  
                                  118.125  
                                  120.12 (1) and (2)  
                                  120.44 (2)  
                                  No Child Left Behind Act of 2001 (Protection of Pupil Rights  
                                  Amendment)

Date of Adoption:     December 16, 2009