

SCHOOL DISTRICT OF MAYVILLE

851

ADVERTISING IN THE SCHOOLS

Advertising that implies or suggests that the advertiser will receive a profit is not allowed in our school buildings. All forms of advertising shall receive prior approval by the District Administrator or designee. Requests to utilize the aforementioned materials that advertise a product must include a rationale and purpose for using the products or materials as well as indicate what benefits their use will offer students.

Solicitation of advertisements in the Mayville community shall be restricted to following unless the District Administrator or designee approves an exception:

1. School Publications may accept and publish paid advertising under established procedures.
2. Co-Curricular events sponsored by the School District of Mayville,
3. The School District of Mayville's official web site, and
4. Music Department performances

Advertising that promotes the use or sale of materials or services that are inconsistent with the school objectives are not permitted in school publications.

The School District of Mayville reserves the right to regulate school-sponsored expression as relates to advertising in order to further the school's educational program, to protect students from inappropriate material, and to avoid giving the impression the school supports a controversial position.

The following forms of advertising that reflects the School District of Mayville's Educational Mission and Goals shall be considered acceptable:

1. Designated contractors may promote the sale of class rings, senior announcements, school pictures, yearbooks or other services in the school
2. No advertising material may be distributed to students which in the opinion of school authorities would contribute to the personal gain of an individual, business, or company except as follows:
 - a. Educational material used by staff for educational purposes.
 - b. Samples, calendars, supply catalogs, etc., which may be distributed to staff for study, purchasing or routine classroom use, with administrative approval.
3. Teachers may use source materials from commercial agencies, provided that the material has been approved by a curriculum committee or any other official committee of the administration. Approved source material may, from time to time, be called to the attention of the teachers by principals and the District Administrator. No materials shall be approved which are unscientific in statement or emphasis or which are educationally unsound in their approach or presentation.

4. Contractors of accepted bids may request to post material relating to their product. All agreements shall have specific length in which the School District of Mayville is required to post advertising as well as be approved by the District Administrator. Equipment or materials containing advertising of a service or product may be approved for school use by the District Administrator or designee if an educational value or savings to the district taxpayers warrants such approval.
5. No advertising for alcoholic beverages, tobacco or other harmful substances, may be accepted for any school publication.

LEGAL REF.: Section 118.12 Wisconsin Statutes

CROSS REF.: 372, Student Publications
 850, Public Solicitations on School Premises

APPROVED: December 15, 1969

ADOPTED: January 17, 1970

REVIEWED:

REVISED: November 17, 1975; August 25, 1977; October 21, 2002;
 December 2, 2002

Signatures of School Board Members:

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