

**WAUNAKEE COMMUNITY SCHOOL DISTRICT
BOARD OF EDUCATION POLICY COMMITTEE**

Wednesday, May 4, 2022

7:30 AM

Waunakee Community School District
905 Bethel Circle
Waunakee, WI 53597

Members of the public may attend Board of Education meetings in-person, and will be asked to check in with District personnel when you arrive.

Public comments will be limited to 3 minutes. The Board will allow 30 Minutes for public comments.

Public comments may be sent to Rebecca McDonough at district_administrator@waunakee.k12.wi.us up to one hour before the start of the Board meeting. All comments will be reviewed by the Board members. Emailed comments will be reviewed by the board but not read out loud. Emailed comments sent during any part of the board meeting (Board Development, Closed session, Open session) will be forwarded to the board but may or may not be reviewed by the board until after the board adjourns. Comments must include the commentator's name, address, and must identify their connection to the District (if any) and any group they are representing in order to be considered by the Board.

If you would like to address the Board in-person during the public comments section of the meeting, you will be greeted in the lobby of the building, asked to check in with District personnel when you arrive so that you can be recognized and address the Board when your name is called.

A recording of the meeting will be posted on the District webpage within 24 hours of the meeting time.

AGENDA

I. CALL TO ORDER

II. ROLL CALL

III. APPROVE AGENDA

IV. PUBLIC COMMENTS

V. ADVERTISING IN THE SCHOOLS -- POLICY 851

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The purpose of this agenda item is to review policy 851, advertising in the schools. Attached please find the recently revised 851 policy. Also please find sample advertising policies that have been provided by the WASB. We have also attached two advertising requests that are related to the girls softball fundraising that was approved by the School Board at the regular April meeting. These two advertising requests were reviewed at the Facility Committee meeting on April 25th. The Facility Committee referred these two requests to the regular May School Board meeting. Administration is requesting a School Board policy revision to identity advertising restrictions. You can see the restrictions that exist in the sample policies

that we have attached. We may have a revised policy 851 available for consideration/review at the meeting.

VI. FUTURE MEETINGS

VII. ADJOURN

“Any person who has a qualifying disability as defined by the Americans with Disabilities Act who requires assistance with access or materials should contact the Waunakee Community School District Office at 849-2000, 905 Bethel Circle Drive Waunakee, WI 53597, at least twenty-four hours prior to the commencement of the meeting so that necessary arrangements can be made to accommodate the request.”

ADVERTISING IN THE SCHOOLS

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Neither the facilities, the name, the staff, nor the students of the schools, school system, nor any part thereof shall be employed in any manner for advertising or otherwise promoting the interests of any commercial or other non-school agency or organization except that:

- 1) The school may cooperate in furthering the work of any non-profit, community-wide social service agency, provided that such cooperation does not resist or impair 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 superintendent 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 superintendent, cooperate with any governmental agency in promoting activities in the general public interest which are non-partisan and 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) **School media productions may accept paid advertising under established procedures.**
- 8) **High school academic courses may involve students in the process of seeking paid advertising as a part of the course curriculum. These courses require prior approval of the School Board.**
- 9) 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 superintendent.
- 10) Other special situations as approved by the superintendent and/or Board of Education (e.g. scoreboards).

Legal Ref.: Section 118.12 Wisconsin Statutes

Cross Ref.: 363, Special Interest Materials ³
372, Student Publications
850, Public Sales and Solicitations on School Property

851-Rule, Sales/Advertising – Exceptions

851 continued

Adopted: 2/14/83

Revised: March 1994
December 1996
July 2002

Waunakee Community School District



122 W. Washington Avenue, Madison, WI 53703
Phone: 608-257-2622·Fax: 608-257-8386

John H. Ashley, Executive Director

From the WASB Policy Service. . .

Attached you will find the policy information that you requested.

Please keep in mind that sample policies from Wisconsin school districts are included for demonstration purposes and are not necessarily recommended or endorsed by the WASB. We do recommend that you consult your school district legal counsel prior to adoption of school board policies.

WHEN USING SAMPLE POLICIES FROM OTHER WISCONSIN SCHOOL DISTRICTS AS AN INFORMATION RESOURCE, PLEASE KEEP IN MIND THAT SUCH POLICIES SHOULD BE USED AS EXAMPLES ONLY. THEY SHOULD BE CAREFULLY REVIEWED AND ADAPTED TO MEET THE NEEDS OF YOUR DISTRICT.

To help ensure that policies adopted can and will be implemented, school boards may want to consider the following basic questions before adopting a policy:

- (1) Does the policy have a legitimate educational purpose and meet the community's needs?
- (2) Is the policy consistent with relevant state and federal laws and regulations, provisions of current employee handbooks and other district policies?
- (3) Is the policy reasonably clear and specific enough to provide the administration and staff with necessary guidance?
- (4) Can the policy be implemented in the district using available staff and other resources?

ADVERTISING INVOLVING THE SCHOOLS

The School Board authorizes the acceptance of paid advertisements that promote products, services, activities or programs provided the advertisements meet District criteria and are approved in line with this policy. The intent of the District is to minimize the impact of commercialism on students while maximizing outside revenue in support of the District's mission and school operations. This policy is intended solely to allow paid advertising and expressly does not create a public forum for public expression.

A "paid advertisement" is defined as the payment of money or other economic benefit to the District for promoting the sale of any product, service, activity or program in the school and/or community by the District's placing of a sign, display, logo, etc. on District property, placing a written message in a District publication or program, school yearbook, social media or on the District's website, or making an announcement at a District/school event.

Paid advertisements shall be limited to areas and activities that are primarily public venues. Advertisements may be allowed on athletic facilities, gymnasiums, event programs, school publications or other venues which are directed to members of the public. Advertisements shall not be directed at student learning environments.

A paid advertisement may not be accepted or used if it undermines the District's efforts to provide an exceptional education program or if it compromises the reputation or mission of the District.

The District prohibits paid advertisements that:

1. Promote or contain references to alcohol, tobacco, illegal drugs or drug paraphernalia, or gambling. This does not prohibit advertising or promotion by or on behalf of enterprises (e.g., grocery stores, restaurants or bowling alleys) which sell alcohol or tobacco products as an ancillary part of a business.
2. Contain libelous material or false, misleading or deceptive claims.
3. Create a conflict with existing District policies.
4. Promote obscene or sexually explicit slogans or products.
5. Promote the engagement in illegal activity.
6. Appear to exploit or demean a person based upon, among other things, the person's protected status.
7. Create an endorsement of a political cause, activity, candidate for political office or a political position.

No paid advertisement shall be constructed as an endorsement by the District of any product, service, activity or program in the community. The District reserves the right to reject any paid advertisement for any reason.

All paid advertisements accepted by the District shall be approved by the District Administrator or other appropriate administrative staff member designated by the District Administrator. If the District Administrator or his/her designee determines that a paid advertisement request should be reviewed by the Board, the Board will need to approve the paid advertisement request before it will be accepted by the District.

LEGAL REF.: Sections 118.001 Wisconsin Statutes
118.12
120.13

CROSS REF.: 110, District Mission, Actions and Outcomes
811, District Image Management
821.1, Use of Social Media
824, Advocating a Referendum Position
840, Public Gifts to the Schools
850, Sales and Solicitations Involving the Schools (School Fundraising)
852, Public Distribution of Non-School-Sponsored Handbills and other Printed
Materials
852.1, Distribution of Materials to Students Through the Schools

APPROVED: December 18, 2017

GREEN BAY AREA SCHOOL DISTRICT
Board Policy Manual

851

ADVERTISING INVOLVING THE SCHOOLS

The School Board authorizes the acceptance of paid advertisements that promote products, services, activities or programs provided the advertisements meet District criteria and are approved in line with policy guidelines. The Board recognizes that the funds derived from such paid advertisements will benefit the District, its schools, students, employees, programs, and the community. This policy is intended solely to allow paid advertising to raise revenue to defray costs and expressly does not create a public forum for public expression.

A “paid advertisement” is defined as the payment of money or other economic benefit to the District for promoting the sale of any product, service, activity or program by the District placing a sign, display, etc., on District property; placing a written message in District communication tools, such as newsletters, programs of District events, the District Web site, student newspapers, or school yearbooks; or, through other means approved by the District.

The District prohibits advertising that:

- Promotes or contains references to alcohol, tobacco, drugs or drug paraphernalia. This does not prohibit advertising or promotion by or on behalf of enterprises (e.g., grocery stores, restaurants or bowling alleys) which sell alcohol or tobacco products as an ancillary part of a business.
- Promotes or contains references to weapons; lewd, vulgar, obscene, pornographic or illegal materials or activities; gambling or gambling aids; violence; hatred; sexual conduct; sexually explicit material; TV-MA, or X-, NC-17, or R- rated movies.
- Contains libelous material or false, misleading or deceptive claims.
- Creates a substantial disruption in the school environment or inhibits the functioning of any school.
- Contains material that exploits or demeans a person, including a person’s protected status.
- Is inconsistent with the District’s wellness policy.
- Creates an endorsement of a political cause, activity, candidate or position.

Advertising materials that provide a community service may be distributed in district schools depending on the approval of the District Administrator or his/her designee. To be disseminated, such materials must comply with the guidelines in Policy 852 (Dissemination of Non-School Information).

All advertising appearing in school publications should be in good taste and cleared through the building principal as in the case of ads in the yearbook, programs, etc.

The use of school facilities to advertise businesses may be approved for school use by the District Administrator if the educational value or savings to the District taxpayers warrant such approval.

Only information related to school curriculum, instruction, school authorized activities and other general information relating to the mission of the district may be included on district web pages. District web pages may not be used to advertise, promote, sell tickets, or collect funds for any organizations, events or programs that are political, for-profit, non-profit, or involve direct advertising or selling without the approval of the District Administrator. Web pages may not be linked to entities whose primary purpose is commercial or political advertising.

No advertising for alcoholic beverages, tobacco or other harmful substances, may be accepted for any school or school publication. This does not prohibit advertising from establishments whose business is not primarily dependent upon the sale of alcohol or tobacco products (i.e. restaurants, bowling alleys, service stations, grocery stores).

Legal References:

Cross References:

Adoption Date: 3/21/2017

ADVERTISING OR PROMOTION

In recognition of the opportunities available to the district to obtain personal property or funds to support the district's goals and programs through donations and/or advertising or promotions, the district may accept advertising or promotional materials, or donations of property containing an advertisement or promotion, in accordance with the procedures and criteria set forth below:

I. ACCEPTANCE OF ADVERTISING OR PROMOTIONS

The district, its schools, organizations, employees or agents, in compliance with administrative procedures, may solicit or accept advertising or promotions, and may display or announce such advertising or promotion on district property, equipment or materials, or in district publications or at district events, if the acceptance of such advertising or promotion benefits the district by furthering district goals, enhancing the educational process, or by providing a savings to district taxpayers.

Any such advertising or promotion shall be designed and presented so as not to interfere with or detract from the goals of the district or the educational process.

The design or content of all advertising or promotion will be reviewed by the district administrator, or his/her designee, who will have the authority to approve the advertising or promotion, establish fees if applicable, or will refer the advertising or promotion to the Board of Education for their review.

II. RESTRICTIONS

No advertising or promotion for any alcoholic beverage, tobacco product or other harmful substance shall be accepted for any district property, organization, publication or event.

III. DISCRETION OF DISTRICT

The district reserves the right to refuse any advertisement or promotion which does not comply with the policy. The district may also set forth other requirements or conditions for acceptance of any advertisement or promotion to protect or promote the interests of the district and they shall be approved at the discretion of the District Administrator or designee.

ADOPTED: October 26, 2015

REVISED:

LEGAL REF.:

CROSS REF.: Policy DFC – Grants and Gifts from Private Sources
Policy KFD – Sponsorships

REVIEW DATE: October 26, 2015



Book	District Policies
Section	K - School-Community Relations
Title	Advertising in the Schools
Code	KJ
Status	Active
Adopted	March 26, 2012

still applicable**

POLICY KJ ADVERTISING IN THE SCHOOLS

Adopted by the School Board: March 26, 2012

CROSS REF: BA, Mission and Goals; BA-R, Expectations; BDDI-R, Procedures For Handling Public Concerns and Complaints FF, Naming District Facilities; FF-R, Procedures for Naming Major Facilities; JB, Student Discrimination and Harassment; JB-R, Student Discrimination and Harassment Complaint Procedures; JFCH, Alcohol and Other Drug Use by Students; JFCH-R, Disciplinary Procedures for Alcohol or Other Drug Policy Violations by Students; KH, Gifts and Donations to the School District; KH-R, Public Gifts and Donations to the School District

Related Form: KJ-F, Advertising Contract

1. It is the policy of the School Board to allow paid advertising within district buildings and upon district premises, but only in accordance with the conditions provided herein. The Board recognizes that the funds that the schools and the District may derive from such paid advertising will benefit the district, its schools, students, programs and the community.
 - a. No advertising may be placed in or used by the District or a school unless such advertising is paid advertising as defined herein and approved in accordance with this policy. No paid advertising shall be construed as or constitute an endorsement by the Board, District, or school of any product, service, activity, program or organization and the District reserves the right to reject any paid advertising. This policy is intended solely to sell paid advertising to raise revenue to defray costs and expressly does not create a public forum for public expression.
 - b. "Paid advertising" is defined as the payment of money or other economic benefit to the District for promoting the sale of any product, service, activity or program to the community by the District's placing a sign, display, advertisement, banner, etc., on district property or placing an advertisement in a district program, yearbook, newspaper, or other publication.
2. Subject to the approvals herein, paid advertising may be allowed on Sun Prairie athletic facilities or fields, auditoriums, program pamphlets, school publications or other venues where such paid advertising would be directed primarily to members of the public.
 - a. There shall be no paid advertising in classrooms or other venues where such paid advertising would be primarily directed towards students instead of the public.

- b. There shall be no paid advertising on the exterior of a school building, or that involves the erection of any apparatus on school grounds without the prior written approval of the Deputy District Administrator for Business and Operations.
 - c. There shall be no billboards or signage allowed on the top of Sun Prairie Area School District buildings.
3. Paid advertising may take the form of advertisements in or on programs, yearbooks, newspapers, fixed signage, banners, named sponsorship of academic, athletic, extracurricular, or professional development events.
4. All paid advertising must meet the following criteria:
 - a. No paid advertising shall promote incivility, hostility, disorder, or violence.
 - b. No paid advertising shall attack, demean, ridicule or disparage based upon membership in any group identified in the District's non-discrimination policies.
 - c. No paid advertising shall be libelous.
 - d. No paid advertising shall be allowed that is not age-appropriate to the students attending the school.
 - e. No paid advertising shall endorse a political cause, political activity, political party, or candidate for political office or position.
 - f. No paid advertising shall advance or endorse any religious organization.
 - g. No paid advertising shall be inconsistent with the District's nutrition guidelines or the District's Policy on Wellness.
 - h. No paid advertising shall conflict with the Board's mission, goals, and other policies.
 - i. No paid advertising shall conflict with local ordinance, state or federal law, or building codes.
 - j. No paid advertising shall promote the use of drugs, alcohol, tobacco, or gambling.
 - k. The use in the schools of curriculum-related materials, school supplies, and or/equipment bearing the name, trademark and/or logo of a business, publisher, or manufacturer shall not be construed as advertising under this policy.
 - l. The distribution of awards for students donated by a business enterprise and approved by the principal shall not be construed as paid advertising within the meaning of this policy.
5. All paid advertising must be documented by a written contract signed on Sun Prairie's side by the principal (or designated administrator in charge). If the value of such a contract for paid advertisement is greater than \$500, the Deputy District Administrator for Business and Operations must also approve the contract. Following completion of the written contract, the principal (or designated administrator in charge) must inspect and approve all advertisements before being displayed or published.
6. No paid advertising contract shall be of duration of more than 12 months without prior School Board approval.
7. This policy does not affect District Policy on Naming Facilities as detailed in Policy FF, Procedure FF-R or Policy KH or Procedure KH-R.
8. Decisions of the principal (or designated administrator in charge) to allow or disallow advertisements may be appealed to the Deputy District Administrator for Business and Operations. Decisions made by the Deputy District Administrator for Business and Operations may be appealed in accordance with Procedure BDDI-R.
9. The Business and Operations Department shall provide the School Board an annual report on contracts for paid advertising valued at greater than \$500.

Unity School District - Board of Education

Board Policy 851

Advertising in Schools

Last Revised 7/31/2015

The Unity 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. 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 name, schools, staff and students be protected and that the integrity of the instructional program be maintained and secured. Any allowance of advertising within the Unity School District must adhere to the provisions in this policy.

GUIDELINES:

1. The District Administrator or designee may cooperate with any governmental agency in promoting activities in the general public interest that are non-partisan, non controversial and promote the education or best interests of the students.
2. Schools may cooperate in furthering the work of any non-profit, community-wide service agency/organization provided that such cooperation does not restrict or impair the educational program of the school.
3. Schools may use films, videos or other educational materials referencing only the sponsor of that resource.
4. Schools may participate in radio, television or podcast programs under acceptable commercial sponsorship when such participation is supplementary or beneficial to the program of the schools as approved by the District Administrator or designee.
5. The District will allow contractual relationships with vendors to merchandise products and personnel for the purpose of facilitating group purchasing. Examples include class rings, yearbooks and other group products and services.
6. The District Administrator or designee may approve equipment or materials containing advertisements for a service, product or activity for school use if the educational values or savings to the District and taxpayers warrant such approval. Example: Channel One News Services.
7. Vendor involvement must focus upon donations that will enhance or extend the work of the Unity School District as determined by the District Administrator or designee.
8. Corporate involvement in the Unity School District must support the curriculum and instructional goals and objectives of the District
9. The District Administrator or designee reserves the right to not accept, cover or remove advertising as deemed necessary.

RESTRICTIONS

1. 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. that may be distributed to staff for study, purchasing, routine classroom use, etc. with building administration approval.
2. Internet web pages authored by the Unity School District shall not contain commercial advertising or be linked to other web pages whose primary purpose is commercial or political advertising without the approval of the District Administrator or designee.

PUBLICATIONS

Publications to include yearbooks, newsletters, athletic programs, etc. may accept and publish paid advertising under established procedures.

1. Advertising that promotes the use and sale of materials or services that are inconsistent or in conflict with the school or District's goals and objectives are not permitted in school publications.
2. No advertising for alcoholic beverages, tobacco or other harmful substances may be accepted for any purpose or school publication. However, this does not prohibit advertising from establishments whose business is not primarily dependent upon the sale of alcohol or tobacco products (ie. restaurants, bowling alleys and grocery stores).
3. The School District will be solely responsible for any advertising in District publications. Outside agencies, groups may not solicit any advertising for publications without the approval of the District Administrator and Board of Education.

EXCLUSIVE VENDOR AGREEMENTS

Exclusive agreements with a single vendor for a product or service may be authorized by the District Administrator or designee. Provisions of the agreement must:

1. Meet the applicable legal requirements.
2. Be consistent with the District's policies.
3. Not have a detrimental affect on the welfare of students or the integrity of the learning environment.

SPONSORSHIP, GIFTS, AND ADVERTISING

1. Sponsorships or gifts to Unity School District must not require additional future expenses or contracts.
2. Signs that advertise the business or sponsor must be of a pre-approved size, configuration, and content. Signs must not be permanent and shall be displayed no longer than 120 days in a location determined by the District Administrator.

3. Information in the District Newsletter regarding the sponsorship or gift shall be of a pre-approved size, configuration, and content by the District Administration. Information or advertisement in the District Newsletter shall not be in more than two consecutive newsletters.
4. Any work, services, equipment, materials, supplies, or funding may be used at the sole discretion of the District Administrator and board of Education. Such shall be used, retained, discarded, modified, recycled, maintained, or destroyed without any consideration from or notification to the business or sponsor.
5. Testimonials and references provided by the District with respect to the sponsorship or gift shall be limited and reflective of the sponsorship or gift that was received. No testimonials or references shall be provided more than one year after receipt of the gift or sponsorship.
6. The approval of any sponsorship, gifts, or advertising rests solely with the Unity Board of Education or the District Administrator, as assigned. Sponsorship, gifts, and advertising must be in compliance with the District mission, goals, and other Board policy. The Board of Education reserves the right to reject any sponsorship, gifts, or advertising that conflicts with such mission, goals, and Board policy or may otherwise cause a disruption to the learning environment.
7. At the discretion of the District Administrator, the District reserves the right to terminate any agreement at any time.



**NORTH
RIDGE¹⁷
CHURCH**

“Live Full Of Life”



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MAIN STREET, WAUNAKEE