

Community Relations

Relations Between the Public and Schools

Advertising in the Schools

Neither District personnel, nor students of the District shall be employed in any manner for advertising or otherwise promoting the interests of any political or other non-school agency, individual or organization, except that:

1. The schools may cooperate in furthering the work of any non-profit, community-wide social service agency, provided that such cooperation does not restrict or interfere with the educational program of the schools.
2. The schools may use educational materials bearing only simple mention of the producing firm, providing such materials can be justified on the basis of educational value.
3. The Superintendent may, with his/her approval, announce and/or authorize any material demonstrating educational merit or value.
4. The schools may, with Superintendent approval, cooperate with any agency in promoting activities in the general public interest which promote the educational value or other interests of the students.
5. News media may broadcast athletic contests after securing permission from the building administrator.
6. The donor of any grant or gift to the Watertown Unified School District may publicize the grant or gift, so long as the grant or gift and the publicity program has been approved by the Superintendent in accordance with Policy #3270, Income – Gifts, Grants, and Bequests.
7. Equipment or materials containing advertising of a service, product or activity may be approved for school use by the Superintendent or his/her designee, if the educational value or savings to district taxpayers warrant such approval. Competing commercial enterprises, upon their request, will be afforded equal opportunity to bid equipment or materials for such approval.
8. Designated contractors may promote the sale of class rings, senior announcement, school pictures, yearbooks or other services in the schools. Contractors shall be selected by the Director of Business Services and building administrator in accordance with guidelines developed for the procurement of student service products.

The following restrictions also apply:

- a. No advertising for alcoholic beverages, tobacco, or other harmful substances will 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, grocery stores).
- b. Equipment or materials containing advertising of a political candidate or political viewpoints and issues are strictly prohibited.
- c. Advertising relating to a lottery or other types of gambling is prohibited.
- d. Any materials that may be considered libelous, vulgar, racially offensive, factually inaccurate, sexually explicit, or otherwise inappropriate for use in schools will not be accepted.

The Board of Education or their designee reserves the right to accept or reject any, or all, advertisements. The District also reserves the right to temporarily cover or remove advertisements for specific events.

Policy Approved: June 19, 1985

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 November 17, 2005
 July 24, 2017**