

Community RelationsRelations Between the Public and SchoolsAdvertising in the Schools

Neither the facilities, the staff, nor the children of the schools 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 impair the educational program of the schools.
2. The schools may use films or other educational materials bearing only simple mention of the producing firm, providing such materials can be justified on the basis of their actual education values.
3. The district administrator may, at his/her discretion, announce or authorize to be announced any lecture, community activity or film of particular educational merit.
4. The schools may, with Superintendent approval, cooperate with any agency in promoting activities in the general public interest which promote the education or other interests of the students.
5. News media may broadcast athletic contests after securing permission from the building principal.
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 principal 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 issues is 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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