



RIVER VALLEY SCHOOL DISTRICT

660 West Daley Street ≈ Spring Green, Wisconsin 53588 ≈ Phone: 608-588-2551

851

Advertising in the Schools (Including RVTV)

The Board of Education recognizes that funds raised from paid advertising may benefit the district, its schools, students, programs, and the community by raising an alternate stream of revenue for the district.

Advertisement is defined as an economic benefit with the specific purpose of promotion that requires visual, audio, or video placement of a name, slogan, logo or product message on a school district property, publication or broadcast. The term advertising does not include student fundraising or outright gifts or sponsorships.

Advertising shall be limited to areas and activities that are primarily public venues. Advertising shall not be directed at student learning environments.

All paid advertisement must meet the following criteria:

- is consistent with law and the District's vision, mission, values, policies and goals
- does not promote tobacco, alcohol, drugs, weapons, or gambling
- is not vulgar, offensive, sexual, or obscene
- does not endorse a political cause, activity, party, or candidate for political office
- does not advance or endorse any religious organization

No advertisement shall be construed as an endorsement of the goods or services by the Board or River Valley School District. The Board reserves the right to reject any advertisement for any reason.

All paid advertisement for RVTV must be documented by written contract signed by a building administrator and RVTV representative.

Advertisements on RVTV appearing with an external link shall also have the following disclaimer attached on the web:

These links are being provided as a convenience and for informational purposes only; they do not constitute an endorsement or an approval by the RVSD of any of the products, services or opinions of the corporation or organization or individual. The RVSD bears no responsibility for the accuracy, legality or content of the external site or for that of subsequent links. Contact the external site for answers to questions regarding its content.

CROSS REFERENCE: Policy #851-Exhibit - RVTV Advertising Contract

APPROVED: November 14, 2013