



RIVER VALLEY SCHOOL DISTRICT

660 West Daley Street

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Spring Green, Wisconsin 53588

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Phone: 608-588-2551

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***This policy would replace policy 851 and eliminate policy 656 and 656 rule.*

Advertising, ~~in the Schools Sponsorships, and Commercial Activities~~ (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.~~

~~No advertising may use the name, logo, mascot, or any other name which would associate an activity with the District without the specific written permission of the District Administrator. It is further the policy of the Board that its name, students, staff members and District facilities shall not be used for any commercial advertising or otherwise promoting the interests of any commercial, political, nonprofit or other non-school agency or organization, public or private, without the specific written permission of the District Administrator.~~

~~The Board may permit paid commercial advertising in school district facilities or on school district property in the following categories or forums in accordance with the parameters set forth herein:~~

A. Product Sales

- ~~1. Product sales benefiting a district, school or student activity (e.g., the sale of beverages or food within schools);~~
- ~~2. Exclusive agreements between the District and businesses that provide the businesses with the exclusive right to seller promote their products or services in the schools (e.g. pouring rights contracts with soda companies);~~

B. Direct Advertising/Appropriation of Space

1. Signage and billboards in schools and school facilities;
2. Corporate logos or brand names on school equipment (e.g., marquees, messageboards or score boards);
3. Ads, corporate logos, or brand names on book covers, student assignment books, or posters;
4. Ads in school publications (newspapers and yearbooks and event programs);
5. Media-based electronic advertising (e.g., Channel One or Internet or web-based sponsorship);
6. Free samples (e.g., of food or personal hygiene products).

C. Indirect Advertising

1. Corporate-sponsored instructional or educational materials, teacher training, contests, incentives, grants or gifts;
2. The Board approves the use of instructional materials developed by commercial organizations such as films and videos only if the education value of the materials outweighs their commercial nature; the films or material shall be carefully evaluated by the school principal for classroom use to determine whether the films or materials contain undesirable propaganda and to determine whether the materials are in compliance with the guidelines as set forth above.

Any commercial advertising shall be structured in accordance with the General Advertising Guidelines set forth below.

D. General Advertising Guidelines

The following guidelines shall be followed with respect to any form of advertising on school grounds:

1. When working together, schools and businesses must protect educational values. All commercial or corporate involvement should be consistent with the District's educational standards and goals.
2. The Board reserves the right to consider requests for advertising in the schools on a case-by-case basis.
3. All corporate support or activity must be consistent with the Board's policies prohibiting discrimination on the basis of race, color, national origin, religion, sex, disability, or age, and must be age-appropriate.
4. No advertisement may be approved which would tend to create a substantial disruption in the school environment or inhibit the functioning of any school
5. Advertisements may be rejected by the school district if determined to be inconsistent with the educational objectives of the school district, inappropriate, or inconsistent with the guidelines set forth in this policy.
6. No advertisement shall promote or contain references to alcohol, tobacco, drugs, drug paraphernalia, weapons, or lewd, vulgar, obscene, pornographic or illegal materials or activities, gambling, violence, hatred, sexual conduct or sexually explicit material, X or R rated movies, or gambling ads.
7. No advertisement shall promote any specific religion or religious, ethnic or racial group, political candidate or ballot issue and shall be non-proselytizing.
8. No advertisement may contain libelous material.
9. No advertisement shall be false, misleading or deceptive.
10. Students shall not be required to advertise a product, service, company or industry.
11. Advertising will not be permitted on the outside or the inside of school buses.
12. Each advertisement must be reviewed by the District Administrator in advance for age appropriateness.
13. The District Administrator is responsible for screening all advertising.
14. The District Administrator may require that samples of advertising be made available for inspection.
15. The inclusion of advertisements in school district publications, in school district facilities, or on school district property does not constitute or imply approval and/or endorsement of any product, service, organization, or activity.
16. Final discretion regarding whether to advertise and the content and value of the materials will be with the Board.

E. RVTV Written Contracts

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.

F. Written Contract for Placement

All other advertising agreements between the District and an outside entity shall be in writing, shall specify all relevant terms, and must be approved by the Board prior to placement of advertisements. The District Administrator or Business Manager shall negotiate all such agreements with the advertiser.

The contracts shall contain at a minimum the following clauses:

1. District authority over content and placement of advertisement.
2. Authority of District administration to view and approve all materials prior to actual placement.
3. Specific provisions regarding financial terms, timing of payment, hold harmless clause in the event of lawsuit against advertiser that requires removal of advertisement prior to expiration of contract.
4. Warranty regarding intellectual property and indemnification against alleged violations of trademark or copyright protections by third parties.

G. Accounting

Advertising revenues must be properly reported and accounted for as per Board policy.

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

APPROVED: November 14, 2013