

SCHOOL DISTRICT OF THE MENOMONIE AREA

850

ADVERTISING AND PROMOTION ON SCHOOL PREMISES

Schools shall not be used for advertising of commercial products or activities, except as approved by the district administrator.

Equipment or materials containing advertising of a service, product, or activity may be approved for school use by the district administrator if the educational value or savings to district taxpayers warrant such approval. Competing commercial enterprises, upon their request, shall be afforded equal opportunity to offer equipment or materials for such approval.

No advertising for alcoholic beverages, tobacco, or other harmful substances may be accepted for any school or school publication. No branded resources or materials offered by tobacco/**nicotine products** or alcohol manufacturers, ~~wholesalers, or retailers whose primary business (as defined by licensure provisions) is the sale of alcohol or tobacco,~~ may be accepted by any school or its affiliates. Resources include, but are not limited to, curriculum and funding.

Administrators shall annually, after the close of each school year, submit to the district administrator a summary of all equipment or materials containing advertising of a service, product, or activity at their respective educational sites or areas. These summaries shall be submitted to the Board of Education for review.

Announcements of activities that are cultural or recreational and sponsored by school-related organizations or noncommercial organizations may be made on the school public address system, or be posted or disseminated.

Principals shall regulate the posting or other dissemination of announcements by school personnel. Any equipment or materials containing advertising shall be submitted to the district administrator's office for approval prior to acceptance.

LEGAL REF.: Section 118.12 Wisconsin Statutes

CROSS REF.: 524, Staff Solicitations

APPROVED: February 12, 1990

REVISED: April 14, 2003
April 11, 2022

/s/
Clerk