

PUBLIC SOLICITATIONS/ADVERTISING IN THE SCHOOLS

The School District of West Salem, the staff and/or the students shall not be used to advertise or otherwise promote the interests of any commercial or other non-school agency or organization except as approved of by the Board and administration.

For-profit outside organizations or individuals shall not use school property and/or school facilities for advertising or for the solicitation of funds.

The school may cooperate in furthering the work of non-profit, community-wide organizations or events, provided that such cooperation does not restrict or impair the educational program of the schools and approval has been obtained from the building principal. Materials must be bundled for each homeroom teacher with the correct number for each student.

Staff members shall not permit the announcement or advertisement of events sponsored by outside organizations or individuals without the consent of the building principal.

Teachers may use source materials and films from commercial agencies, provided this material has been approved by a curriculum committee and building principal. No materials shall be approved which are unscientific in statement or emphasize an unsound educational approach.

Persons connected with the district shall not act as an agent or solicitor for the sale of any materials including school books, maps, charts, school library books, school furniture, apparatus or stationary, or furnish any assistance to or receive any reward therefore from any author, publisher, bookseller or dealer of the same.

School district employees may not solicit services or items for sale on school premises outside of the staff workroom.

The school board also prohibits employees from using the school district name, the name of a school or their official title in the commercial promotion of any product, process or service normally associated with the school's operation.

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Policy 850

Under no circumstances shall gratuities be accepted from businesses, which might appear to obligate the district to a particular vendor.

Agreement for exclusive rights for a vendor, such as a soft drink company, must be board approved. Items provided by such vendors may not contain any reference to the vendor.

Vendors are allowed as a service to sell merchandise such as books for recreational reading, class rings, graduation announcements and letter jackets, sweaters or school apparel to students or staff while they are at school with prior approval by the principal. All efforts will be made to seek bids for such items from local businesses. Staff members may not profit from the sale of any such items.

Advertising from local businesses may be approved by the building principal for school sponsored publications (i.e. students newspaper, yearbook, programs, musicals and concerts). Students or staff members need identification authorizing such a solicitation on school letterhead and his or her school identification badge.

Materials that are considered libelous, vulgar, racially offensive, factually inaccurate, sexually explicit, inconsistent with the mission of the school, or otherwise inappropriate for use in the schools are not accepted. Advertisements for items for alcoholic beverages, tobacco or other harmful substances are not accepted for any school or school publication. The school board and administration retain authority to accept or reject any and all proposed advertising.

CROSS REF.: 374, Student Fundraising Activity

LEGAL REF.: Section 118.12 Wisconsin Statutes

APPROVED: December 19, 1995

REVISED: January 14, 2008
January 25, 2010