

PUBLIC SOLICITATIONS/ADVERTISING IN THE PANTHER COMMUNITY CENTER

- A. It is the policy of the Board to only allow paid advertising within the Panther Community Center, but only in accordance with the conditions provided herein. The Board recognizes that the funds that the schools, the District and local organizations may derive from such paid advertising will benefit the District, its schools, students, employees, programs, and the community.
1. No advertising may be placed in or used by the District or a school unless such advertising is paid advertising as defined herein and approved in accordance with this policy.
 2. No paid advertising shall be construed as or constitute an endorsement by the Board, District, or school of any product, service, activity, program, or organization, and the District reserves the right to reject any paid advertising.
 3. "Paid Advertising" is defined as the payment of money or other economic benefit to the District or any legal organization for promoting the sale of any product, service, activity or program to the community by the District's or legal organization placing a sign, display, advertising, banner, etc., in the Panther Community Center.
- B. Subject to the approvals herein, paid advertising may be allowed in the Panther Community Center where such paid advertising would be directed primarily to members of the public.
1. There shall be no paid advertising on the exterior of the building, or that involves the erection of any apparatus on school grounds, or that involves the anchoring of signage into a physical wall.
 2. There shall be no billboards or signage on the top of the Panther Community Center.
- C. Paid advertising may take the form of ads in programs, signage, banners, or removable signage; or sponsorship of an academic or athletic event(s) or team(s).
- D. All paid advertising must meet the following criteria:

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1. No paid advertising shall promote hostility, disorder or violence.
 2. No paid advertising shall attack, demean, ridicule or disparage based upon membership in any group identified in the District's non-discrimination policies.
 3. No paid advertising shall be libelous.
 4. No paid advertising shall endorse a political cause, political activity, political party, or candidate for political office or position.
 5. No paid advertising shall promote the use of drugs, alcohol, tobacco, firearms, or promote gambling.
 6. All paid advertising signage must comply with all applicable village building codes.
 7. The distribution of awards for students donated by a commercial enterprise and approved by the principal shall not be construed as paid commercial advertising within the meaning of this policy.
 8. No paid advertising shall advance or endorse any religious organization.
 9. No paid advertising shall conflict with the Board's mission, policies, Board-adopted Legislative Agenda, or the District's curriculum or instructional program.
 10. No paid advertising shall adversely affect the District's reputation or image.
 11. No paid advertising shall promote private K-12 schools or K-12 schools chartered by chartering agencies other than the School District of West Salem.
- E. All paid advertising must be documented by a contract signed by the Superintendent.
- All advertisements must be approved by the Superintendent before being displayed, which decision must be viewpoint-neutral in light of the purposed served by the school.
- F. No paid advertising contract shall be of duration of more than one year without prior Board approval.
- G. This policy is intended solely to sell paid advertising to raise revenue to defray costs and expressly does not create a public forum for public expression.
- H. This policy does not affect Board Policy #841 Naming School

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Facilities.

- I. Decisions of the Superintendent to allow disallow paid advertising may be appealed to the School Board, whose decision shall be final.

LEGAL REF.: Section 118.12 Wisconsin Statutes

Approved: September 10, 2018