



Financial Management - Series 7000

Commercial Advertising - 7271

State and federal funding is becoming increasingly limited, yet the financial needs of the School District are continuing to increase. In order to maintain a quality educational program, new funding sources must be exploited. Therefore, when commercial advertising can be allowed without risk to the welfare of the students, staff and patrons of the School District, and when allowing such advertising will, in the opinion of the Administration and School Board, not interfere with the otherwise existing curricular and extra-curricular educational processes, revenue may be generated by marketing of commercial advertising. Fees generated from advertising shall be categorical, with school bus advertising fees being applied to the transportation fund, fees from advertising on fixtures being applied to the capital construction fund, and fees generated from advertising on personal property applied to the general fund.

Commercial advertising must be in good taste and must not be allowed to either distract students from the focus on education or detract school staff and patrons from the schools' primary purpose. Advertising which promotes or endorses ballot issues, political candidates, religious values or views will not be allowed. Advertising perceived as having a discriminatory purpose or message will not be allowed. Advertising which directly or indirectly promotes or endorses the use of drugs, alcohol or tobacco will not be allowed. Advertising which is obscene or pornographic, or contains inappropriate or profane language will not be allowed. Within these parameters, potential advertisers should be treated fairly and without regard to local, regional or national market share.

The board recognizes that the marketing of advertising is new to schools, and that some of the public fairly questions the compatibility of commercial advertising and public education. Therefore, in order to protect the integrity of the educational process and the rights of all persons involved, the public policy incorporated into RCW 42.30.010, as follows, is specifically incorporated into this Policy:

"The people of this state do not yield their sovereignty to the agencies which serve them. The people, in delegating authority, do not give their public servants the right to decide what is good for the people to know and what is not good for them to know. The people insist on remaining informed so that they may retain control over the instruments they have created."

Legal References:

- RCW 26.33.400 Advertisements-Prohibitions
RCW 28A.150.230 Basic Education Act-District school directors as accountable...
RCW 28A.305.245 Teacher preparation program (as to alcohol and drug use among students), see also RCW 28A.635.070
RCW 28A.335.060 ...School property-Joint use-Compensation
RCW 28A.335.060 Rental, lease of school property-Disposition of moneys received from
RCW 42.30.010 Open Public Meetings Act-Preamble (Legislative Dec.)
RCW 49.60.030 Freedom from discrimination-Declaration of civil rights
WAC 392-123-175 Proceeds from lease, rental or occasional use
WAC 392-190-005 Elimination of sex discrimination

Cross Reference:

Board Policy 7250 Rental or lease of district property

Adopted: 12-14-1995

Revised: 04-12-2001