



Financial Management - Series 7000

Commercial Advertising – 7271P

When commercial advertising can be allowed without risk to the welfare of the students, staff and patrons of the District, and when such advertising will, in the opinion of the Administration, 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, to the extent possible, be categorical.

Commercial advertising must be in good taste and must not be allowed to either distract students from the focus on educational or detract school staff and patrons from the schools' primary purpose. Advertising which promotes or endorses ballot issues, political candidates, or 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, tobacco, or weapons, including firearms, will not be allowed. Advertising which is obscene or pornographic or which 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 focus.

Implementation

The Superintendent, by the Deputy Superintendent or designee is directed to develop and maintain procedures which implement the foregoing Policy.

Legal References:

RCW 26.33.400	Advertisements-Prohibitions
RCW 28A.335.060	...School property – Joint use – Compensation
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