

Communication and Public Information

Advertising and Promotions

The use of advertising and promotion within District buildings is the responsibility of the appropriate District administrator.

1. Administrative regulations set forth in this policy (5) will be followed by the building administrator to determine whether the advertising/promotion of programs or use of material is appropriate.
2. The use of materials which directly or indirectly involve the advertising of commercial products, services or activities but whose primary purpose is to provide a direct benefit to the school's curricular and/or extracurricular program may be permitted.
3. Advertising for the promotion of outside civic and/or cultural programs may be permitted upon approval of the appropriate building administrator.
4. Non-profit organizations may use the schools to inform students of opportunities for volunteer work, study, travel, recreation, etc. In making these opportunities known to students the following must be followed:
 - a. The organization must obtain permission from the Superintendent of Schools or designee. A request for Distribution form should be completed and submitted to the Communication Department.
 - b. It must be clearly conveyed to students and parents that the District is not endorsing or sponsoring the offering.
 - c. Pressure for students to participate should not come from the District or District staff members.
 - d. Representatives of organizations cannot meet with students without permission of the school building administrator. All meetings must be conducted during non-instructional time.
 - e. Students may volunteer to distribute materials or information only within the school building of their attendance for programs approved by the Superintendent of Schools or designee.
5. Advertising and Promotion Regulations

The intent of the District's advertising and promotion policy is to regulate the amount and nature of promotion and advertising in Racine Unified School District facilities by outside groups and organizations.

The District is responsible for protecting its students and staff members from being inundated by groups that may request the use of District facilities for such promotion

Communication and Public Information

and/or advertisement. When possible, the District will help promote those activities that provide a benefit to students and the students and community.

With this in mind, the following administrative regulations will be followed.

a. Civic and Cultural Programs

Community and/or District-wide activities which promote students and/or staff involvement in civic or cultural activities may be advertised and promoted in District facilities if prior approval is obtained from the building administrator.

In cases where there is question regarding the appropriateness of a program(s), the building administrator will refer requests to the Superintendent of Schools or designee.

b. Commercial Products, Services or Activities

The use of products, services, or activities containing direct or indirect forms of advertisement are allowed in District facilities providing the primary use of such material is to provide a benefit to the school's curricular and/or extra-curricular program.

In cases where there are questions regarding the appropriateness of using commercial products, services, or activities or the advertisement and promotion of such items in the building, the building administrator will refer requests to the Superintendent of Schools or designee for a determination on an individual basis.

Legal Reference: Wisconsin Statute 118.12, 120.13, 120.40

Policy adopted: February 14, 1977
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