

ADVERTISING AND PROMOTION

Neither the facilities, the name, the staff, nor the children of the schools, school system, nor any part thereof shall be employed in any manner for the advertising or otherwise promoting the interest of any commercial agency or organization.

Announcements of activities that are cultural or recreational and sponsored by school-related organizations or non-commercial organizations may be made on the school public address system.

The Colby School District, its schools and employees must not recommend any commercial product, or service, or aid in the distribution of literature or publicity endorsing or recommending such product or service while on the property of the school district or at an activity of the employing school district.

The Superintendent will decide on the basis of this policy whether awareness of commercial resources serves the school's mission. The Superintendent may authorize public recognition of business donations to the school through various media.

LEGAL REFERENCE: Wisconsin Stat. 118.12