

administrative guidelines

BOARD OF EDUCATION
PORT WASHINGTON-SAUKVILLE PUBLIC SCHOOLS

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COMMERCIAL MESSAGES AND RECOGNITION

The purpose of this guideline is to provide direction for the school district in the approval of commercial messages and recognition as referenced in Board policy 9700. The Superintendent and Director of Business Services may make decisions relative to this guideline using the following criteria or refer to the Board as deemed appropriate:

Nonprofit Port Washington/Saukville Community Service Groups

- A. This category includes community service groups such as Rotary, Lions, Kiwanis, Jaycees, Women's Club, United Way, parent groups, booster clubs, etc.
- B. The Superintendent and Director of Business Services may approve service group names, logos, and information on clothing, brochures, schedules, materials, plaques/displays, equipment, flag poles, and other district-owned items and property provided:
 - 1. The primary beneficiaries are the students and the school district.
 - 2. The message does not contain drugs, alcohol, violence, or suggested sexual content and are appropriate for students.
 - 3. The message does not promote a political agenda/candidacy; or defame or slander individuals or groups.
 - 4. The message does not disrupt the instructional process or school mission; be lewd, lascivious, or obscene.
 - 5. Also, the names, logos, and information must be of a scale that is neat and well organized.
- C. Commercial messages or recognition cannot be placed on any of the school district fences, buildings, or doors unless approved by the Superintendent and Director of Business Services.

Private or Public Profit Organizations or Non-Community Service Groups

- A. This category includes financial institutions, department/discount businesses, gas stations, hotels, restaurants, and other for profit businesses.
- B. The Superintendent and Director of Business Services may approve profit organizations' names, logos, and information on clothing, brochures, schedules, materials, plaques/displays, equipment, flag poles, and other district-owned items and property provided:
 - 1. The primary beneficiaries are the students and the school district.

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1. The message does not contain drug, alcohol, violence, or suggested sexual content and are appropriate for students.
 2. The message does not promote a political agenda/candidacy; or defame or slander individuals or groups.
 3. The advertising does not disrupt the instructional process or school mission; be lewd, lascivious, or obscene.
 4. Also, the names, logos, and information must be of a scale that is neat and well organized.
- C. There will be no commercial recognition on any school district scoreboard, fence, door, cable channel, Website, painted wall murals, or buildings unless approved by the Superintendent and Director of Business Services.

All commercial messages and recognition must be the result of donations and contributions that are of direct benefit to the students or the school district and focus on appropriate school related activities as determined by the Superintendent and Director of Business Services.

Adm. Council Approved: 1/24/06

Board Approved: 2/13/06

Adm. Council Approved: 3/19/13