

Procedures for Advertising and Promotions

Commercial advertising is defined as the display or distribution of information promoting the purchase or use of products or services of an entity in exchange for payment of fees or in-kind services benefiting a student activity, school, program and/or the district.

Examples of such advertising may include but are not limited to advertisements in student yearbooks, event programs, school newsletters, student newspapers, and athletic programs; display advertising on stadium fences or gymnasium walls; advertising on electronic websites; and all other types of advertising in educational settings or on district property.

Any commercial advertising must be approved in advance by the superintendent or designee, and must meet the following criteria:

1. Advertising must be sold primarily to support student activities, schools, programs, and/or the district's educational mission, not primarily to benefit the advertiser.
2. Advertising shall not distract from or disrupt the educational purpose, instructional program, or daily operations of a school or support operation.
3. Advertising content must conform to community standards as determined by the board of directors, and shall not:
 - Promote illicit drugs, alcohol, tobacco, or firearms;
 - Promote hostility, disorder, violence, or violation of law;
 - Attack, demean, or discriminate against any person or group on the basis of race, color, national origin, religion, sex, disability, age, or sexual orientation;
 - Invade the privacy of others; or
 - Be libelous, obscene, or profane.
4. Contracts for placement of commercial advertising must be limited to no more than one year in duration and adhere to all other applicable laws, jurisdictional code requirements, and district policies and procedures.
5. Revenue from advertising must be deposited in the district's General Fund or ASB Fund, as determined by the Business Office to conform with the accounting regulations of the State of Washington; it may be designated within the appropriate fund for the support of a particular activity, school or program, or it may be used for the general support of the district's educational mission.
6. Advertising must be appropriate, as determined by the superintendent or designee, for the age of the primary audience that will view the advertising.
7. No advertising will be accepted that encourages illegal activity or inappropriate behavior on the part of students or adults.

8. No advertising will be accepted that promotes or opposes religion in general or a specific religion, ballot measure, candidate for public office, a political position, or political party.
9. Advertising may be rejected if a cost/benefit analysis of a proposal by the Business Office determines the cost of reviewing and accepting an advertisement exceeds the revenue anticipated to be derived from that advertising.
10. Advertising on any school or district website must be display only, and not allow access to an external website through a "hot" electronic link.

PROMOTIONAL ACTIVITIES

Promotional activities are defined as organized events in which students are engaged, designed to promote the sale or use of a particular product or service. Examples of promotional activities may include but are not limited to business-sponsored competitions or athletic tournaments, book fairs, and similar events.

Any promotional activities must be approved in advance by the superintendent or designee, and must meet the following criteria:

1. Promotional activities must support student activities, schools, programs, and/or the district's educational mission.
2. No students shall be required to participate in promotional activities.
3. Promotional activities shall not distract from or disrupt the educational purpose, instructional program, or daily operations of a school or support operation.
4. Promotional activities must conform to community standards as determined by the board of directors, and shall not:
 - Promote illicit, drugs, alcohol, tobacco, or firearms;
 - Promote hostility, disorder, violence, or violation of law;
 - Attack, demean, or discriminate against any person or group on the basis of race, color, national origin, religion, sex, disability, age, or sexual orientation
 - Invade the privacy of others; or
 - Be libelous, obscene, or profane.
5. Promotional activities must be performed under a contract with the district, limited to no more than one event per contract, and adhere to the district's business policies and procedures.
6. Revenue from promotional activities must be deposited in the district's General Fund or ASB Fund, as determined by the Business Office to conform with the accounting regulations of the State of Washington; it may be designated within the appropriate fund for the support of a particular activity, school or program, or it may be used for the general support of the district's educational mission.
7. Promotional activities must be appropriate, as determined by the superintendent or designee, for the age of the primary audience for which the event is designated.
8. No promotional activities will be approved that encourage illegal activity or inappropriate behavior on the part of students or adults.

9. No promotional activities will be approved that promote or oppose religion in general or a specific religion, ballot measure, candidate for public office, a political position, or political party.
10. Promotional activities must meet the requirements of the jurisdiction in which they will occur.

Edmonds School District

Adopted: 1.23.18

Revised: