

**ADMINISTRATIVE POLICIES OF THE
MILWAUKEE PUBLIC SCHOOLS**

ADMINISTRATIVE POLICY 9.08

ADVERTISING IN THE SCHOOLS

(1) It is the policy of the Board to allow paid advertising within district buildings and upon district premises, but only in accordance with the conditions provided herein. The Board recognizes that the funds that the schools and the District may derive from such paid advertising will benefit the district, its schools, students, employees, programs and the community.

(a) No advertising may be placed in or used by the District or a school unless such advertising is paid advertising as defined herein and approved in accordance with this policy.

(b) No paid advertising shall be construed as or constitute an endorsement by the Board, District, or school of any product, service, activity, program, or organization, and the District reserves the right to reject any paid advertising.

(c) "Paid advertising" is defined as the payment of money or other economic benefit to the District for promoting the sale of any product, service, activity or program to the community by the District's placing a sign, display, advertisement, banner, etc., on district property or placing an advertisement in a district program, yearbook, or newspaper.

(2) Subject to the approvals herein, paid advertising may be allowed on MPS athletic facilities, stadiums, baseball fields, gymnasiums, auditoriums, program pamphlets, school publications or any other venue where such paid advertising would be directed primarily to members of the public.

(a) There shall be no paid advertising in the classrooms or in any other venue where such paid advertising would be principally directed at MPS students.

(b) There shall be no paid advertising on the exterior of a building, or that involves the erection of an apparatus on school grounds, or that involves the anchoring of signage into a physical wall without the prior written approval of the Director of Facilities and Maintenance.

(c) There shall be no billboards or signage on the top of MPS buildings.

(3) Paid advertising may take the form of ads in programs, yearbooks, or newspapers; fixed signage; banners; or sponsorship of an academic or athletic event(s) or team(s).

(4) All paid advertising must meet the following criteria:

(a) No paid advertising shall promote hostility, disorder, or violence.

(b) No paid advertising shall attack, demean, ridicule or disparage based upon membership in any group identified in the District's non-discrimination policies.

(c) No paid advertising shall be libelous.

(d) No paid advertising shall be allowed that is not age-appropriate to the students attending the institution.

(e) No paid advertising shall endorse a political cause, political activity, political party, or candidate for political office or position.

(f) No paid advertising shall promote the use of drugs, alcohol, tobacco, firearms or promote gambling.

(g) No paid advertising shall be inconsistent with the District's nutrition guidelines and the District's school wellness policy.

(h) All paid advertising signage must comply with all applicable city building codes.

(i) The use in the schools of curriculum-related material and school supplies bearing the name of a business, publisher, or manufacturer shall not be construed as advertising under this policy.

(j) The distribution of awards for students donated by a commercial enterprise and approved by the principal shall not be construed as paid commercial advertising within the meaning of this policy.

(k) No paid advertising shall advance or endorse any religious organization.

(l) No paid advertising shall conflict with the Board's mission, policies, Board-adopted Legislative Agenda, or the District's curriculum or instructional program.

(m) No paid advertising shall adversely affect the District's reputation or image.

(n) No paid advertising shall promote soda, candy, chips, or other junk food or foods designated by the USDA or other federal agency as "foods of minimal nutritional value."

(o) No paid advertising shall promote private K-12 schools or K-12 schools chartered by chartering agencies other than MPS.

- (5) All paid advertising must be documented by a contract signed on MPS's side by both
- (a) the principal or administrator in charge; and
 - (b) the Superintendent's designee. All advertisements must be approved by the principal or administrator in charge before being displayed, which decision must be viewpoint-neutral in light of the purpose served by the school.
- (6) No paid advertising contract shall be of duration of more than one year without prior Board approval.
- (7) This policy is intended solely to sell paid advertising to raise revenue to defray costs and expressly does not create a public forum for public expression.
- (8) This policy does not affect Administrative Policy 5.01(6), the Naming of School Facilities.
- (9) Decisions of the principal or administrator in charge to allow or disallow paid advertising may be appealed to the Superintendent or his designee, whose decision shall be final.
- (10) No one acting on behalf of the district may solicit or accept any contributions, gifts or money from the tobacco industry, including but not limited to, donations, monies for sponsorships/scholarships, advertising, promotions, loans or support for equipment, uniforms and sports and/or training facilities.
- (11) No one acting on behalf of the district may solicit or accept curricula or other educational materials of any kind that are created by, or with input from, the tobacco industry.
- (12) The promotion of tobacco products or imitation tobacco products on district property or at off-campus, school- or district-sponsored events or meetings by MPS employees is prohibited. This includes promotion of tobacco industry brands via gear, technology accessories, bags, clothing, any personal article, sign, structure, vehicle, flyer or any other product or paraphernalia.

History: Revised 3-29-95, 9-30-04, 6-29-06, 2-26-09

Previous Coding: Admin. Policy KJ, prior to May 1995; Admin. Policy 11.08, May 1995-August 1996

Cross Ref.:

Admin. Policy	4.05	School Nutrition Management
Admin. Proc.	4.05	School Nutrition Management
Admin. Policy	4.06	Vending Machines
Admin. Policy	4.07	Student Nutrition & Wellness Policy
Admin. Proc.	4.07	Student Nutrition & Wellness Procedures
Admin. Policy	7.06	Health Education
Admin. Policy	7.07	Physical Education
Admin. Proc.	7.07	Physical Education
Admin. Proc.	7.22	School Fund-raising Activities
Admin. Policy	9.08	Advertising in the Schools
Admin. Policy	9.11	School Governance Councils