

## CONTESTS, ADVERTISING AND PROMOTIONS

- I. Any club, association or other organization must have prior approval for students' participation in any contest, advertising campaign or promotion. Approval may be given by the superintendent following recommendation by the teacher and principal. Criteria to be used are:
  - A. The objectives of the contest, campaign, or promotion shall be consistent with the district's goals and policies;
  - B. The proposed activity shall have educational value to the participants and be free of objectionable advancement of the name, product or special interest of the sponsoring group; and
  - C. Participation by a student shall not interfere with his/her program of curricular or co-curricular activities.
- II. Commercial Advertising

Commercial advertising must be in good taste and must not be allowed to either distract students from the focus on education or detract school staff and patrons from the schools' primary purpose. Advertising which promotes or endorses ballot issues, political candidates, religious values or views will not be allowed. Advertising perceived as having a discriminatory purpose or message will not be allowed. Advertising which directly or indirectly promotes or endorses the use of drugs, alcohol or tobacco will not be allowed. Advertising which is obscene or pornographic, or contains inappropriate or profane language will not be allowed. Advertising will only be allowed on surfaces of the schools in places where in order to be seen, community members make a choice of attendance (inside gymnasiums, baseball fields, etc...). Those interested in commercial advertising with the district will be given opportunities through an application process. Within these parameters, potential advertisers should be treated fairly and without regard to local, regional or national market share.

Cross Reference: Board Policy 3220

Freedom of Expression

Legal Reference: AGO 1995, No. 3

Use of School Districts' Facilities by Student Groups for Religious Purposes

**Adoption Date: March 28, 2016**  
**Clarkston School District J250-185**