



School Board Briefing/Proposed Action Report

Informational (no action required by Board) **Action Report** (Board will be required to take action)

DATE: November 28, 2016
FROM: Dr. Larry Nyland, Superintendent
LEAD STAFF: Dr. Lester Herndon, Associate Superintendent of Facilities & Operations,
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Ronald Boy, Senior Assistant General Counsel, 206-252-0114

I. TITLE

Amending Board Policy No. 4237, Advertising & Commercial Activities

For Introduction: December 7, 2016

For Action: January 4, 2017

II. WHY BOARD ACTION IS NECESSARY

This Board Action Report makes edits to Board Policy No. 4237, Advertising & Commercial Activities, in order to provide equitable opportunity for all District athletic teams to receive financial benefits from advertising and commercial activities. Board approval is necessary for any changes to Board policies.

III. FISCAL IMPACT/REVENUE SOURCE

There is no negative fiscal impact to amending Policy No. 4237. The policy change would increase revenue for high school sports teams.

The revenue source for this motion is funds from advertisers.

Expenditure: One-time Annual Other Source

IV. POLICY IMPLICATION

If approved, this motion would amend Policy 4237, Advertising & Commercial Activities.

V. RECOMMENDED MOTION

I move that the School Board authorize the Superintendent to amend Board Policy No. 4237, Advertising & Commercial Activities, as attached to the Board Action Report.

VI. BOARD COMMITTEE RECOMMENDATION

This motion was discussed at the Operations Committee meeting on November 17, 2016. The Committee reviewed the motion and moved the item forward to the full Board with a recommendation for approval.

VII. BACKGROUND INFORMATION

Current Board Policy No. 4237, Advertising and Commercial Activities, permits advertising on District property on high school fields, stadiums, and scoreboards. As a result, there are a number of high school sports that are unable to receive the monetary benefits of advertising because they do not use fields or stadiums as a venue for play. Sports such as basketball, tennis, and cross country are therefore limited in their ability to receive the benefits that may be available to sports such as baseball and football. In order to provide equitable opportunity to all high school sports, this motion will amend the policy by removing “fields, stadiums, and scoreboards” and adding “athletic venues” in its place.

There is an additional edit that adds marijuana to the list of items that cannot be advertised, as it no longer fits under the category of illicit drugs.

VIII. STATEMENT OF ISSUE

Whether to amend Policy No. 4237.

IX. ALTERNATIVES

Do not amend the policy. This is not recommended because the current policy does not provide equitable opportunity for all high school sports to receive benefits that may be received from advertising revenue.

X. RESEARCH AND DATA SOURCES / BENCHMARKS

N/A

XI. TIMELINE FOR IMPLEMENTATION / COMMUNITY ENGAGEMENT

Upon Board approval of this motion, Policy 4237 will be amended and the new versions of the policies will be posted online.

XII. ATTACHMENTS

- Policy No. 4237 – Clean (for approval)
- Policy No. 4237 – Redline (for reference)

	ADVERTISING & COMMERCIAL ACTIVITIES	Policy No. 4237 Page 1 of 2
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It is the policy of the Seattle School Board to ensure that school sites remain focused on education, rather than as promoters of commercial activity. However, permitting some advertising or other commercial activity may offer an opportunity for the district to gain revenue.

Advertising or corporate sponsorships shall not distract from learning. Advertising on district property will only be permitted on high school athletic venues. Revenues from district property advertising will first and foremost enable equitable funding of the Associated Student Body (ASB) accounts. Advertising is also allowed on the school calendar and revenues received will support the publication of such. Advertisements must be compliant with current district policies and practices.

Advertising or corporate sponsorship that promotes the following is prohibited:

1. Promotes the use of illicit drugs, marijuana, alcohol, tobacco, or firearms;
2. Promotes hostility, disorder, or violence;
3. Attacks or demeans any group protected under the district's anti-discrimination policies: sex (gender); race; creed; color; religion; ancestry; national origin; age; economic status; sexual orientation including gender expression or identity; pregnancy; marital status; physical appearance; the presence of any sensory, mental or physical disability; honorably discharged veteran or military status; or the use of a trained dog guide or service animal by a person with a disability;
4. Is defamatory;
5. Promotes or discourages religion in a manner contrary to law;
6. Promotes or opposes any political candidate or ballot proposition;
7. Promotes food or beverage inconsistent with our competitive foods policy; and/or
8. Inhibits the functioning of any school.

When approving advertising proposals, the Superintendent or designee is to only contract for advertisements that maintain the integrity of the learning environment, and are not in conflict with either established Board policies, the mission of Seattle Public Schools, or federal or state law. Whenever possible, the Superintendent or designee is encouraged to support local ventures. Further, the type of facility and the nature of the main users of the facility should be considered in placement of advertisements.

The Superintendent is authorized to develop procedures for this policy, as necessary.

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Adopted: September 2011

Revised: June 2012

Cross Reference: Policy Nos. 3220; H66.00; H66.01

Related Superintendent Procedure: 4237 SP

Previous Policies: E02.00

Legal References: AGO 9503.00 1995 No. 3, Use of School Districts' Facilities by Student Groups for Religious Purposes

Management Resources: N/A



ADVERTISING &
COMMERCIAL
ACTIVITIES

Policy No. 4237

~~June 20, 2012~~

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~~This policy shall be reviewed by June, 2013 to evaluate the effectiveness of the policy and to determine the appropriate revenue sharing policy.~~

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