

**Contests, Advertising, and Promotions Procedures**

The criteria which are to be used for approving the participation of students in contests, advertising, and promotions are as follows:

1. The objectives of the contest or promotion shall be consistent with the district's mission, vision, goals, and policies.
2. Participation will supplement the regular school program.
3. The proposed activity shall have value to the participants in educational, civic, social, or ethical development and be free of objectionable content or the advancement of name, product, or special interest of the sponsoring group.
4. The activity makes it possible for individual students to work out contributions by their own efforts and invites honest collaboration.
5. Participation by a student shall not place an undue burden on students, teachers or school and shall not interfere with his/her program of curricular or co-curricular activities.
6. The subject and the activity are not commercial, controversial, sectarian, or concerned with propaganda. Participation must emphasize high moral standards, good citizenship, and intellectual competence.
7. A contestant shall not be excluded because of race, color, creed, gender, sexual orientation, or payment of entry fee.
8. The sponsoring organization must be engaged in a creditable or acceptable enterprise, regardless of the kind or amount of prizes offered.
9. Student participation must be considered voluntary.

Commercial appeals may not be publicized through the use of the bulletin board; the school newspaper, unless paid advertisements; or the public address system. A district-organized benefit fair may be conducted as a staff service on an annual or semi-annual basis to inform staff of various options which may benefit them personally.

Schools will develop regulations for paid advertisements in student publications.

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