



Code: **KI/KJ-AR**
Revised/Reviewed: 9/25/96; 10/22/14
Orig. Code(s): KI/KJ-AR

Public Solicitations, Advertising and Revenue Enhancement in District Facilities

Limitations

Revenue enhancement through a variety of marketing activities including, but not limited to, advertising, corporate sponsorship, signage, et. al., is a Board approved venture when in compliance with guidelines stated in the policy. These opportunities are subject to certain restrictions as approved by the Board in keeping with the contemporary standards of good taste. Such advertising will seek to model and promote positive values for the students of the district through proactive educational messages and not just traditional advertising of a product. Preferred advertising includes messages that encourage student achievement, the establishment of high standards of personal conduct and must be in compliance with state and local laws.

The revenues derived will:

1. Enhance student achievement;
2. Assist in the maintenance of existing district athletics and activity programs;
3. Provide scholarship for students participating in athletic and activity programs who demonstrate financial need;
4. Provide needed resources to retain existing programs when reductions are made.

All advertising proceeds shall be deposited as revenues in the general fund and budgeted as part of the regular budget process.

Appropriate opportunities for these marketing activities may include, but are not limited to:

1. Fixed signage;
2. Banners;
3. District level publications;
4. Athletic facilities (including middle school and high school);
5. District level projects;
6. District and regional level activities at state tournaments (will require OSAA permission);

7. Expanded usage of facilities beyond traditional use (i.e., concerts, rallies, etc.);
8. Athletic team uniforms/warm-ups where allowed under state and national rules;
9. Individual school publications (when not in conflict with current contracts).

The following restrictions will be in place when seeking revenue enhancement. Revenue enhancement activities will not:

1. Promote hostility, disorder or violence;
2. Attack ethnic, racial or religious groups;
3. Discriminate, demean, harass or ridicule any person or group of persons on the basis of gender;
4. Be libelous;
5. Inhibit the functioning of the school and/or district;
6. Override the school/district identity;
7. Promote, favor or oppose the candidacy of any candidate for election, adoption of any bond/budget issues or any public questions submitted at any general, county, municipal or school election;
8. Be obscene or pornographic, as defined by prevailing community standards throughout the district;
9. Promote the use of drugs, alcohol, tobacco, firearms or certain products that create community concerns;
10. Promote any religious or political organization;
11. Interfere with current school/district advertising and marketing programs (i.e., yearbook advertising, cafeteria contracts without food providers). At the conclusion of said contracts, extension must be approved under new district marketing policy. This policy will take effect during the 1998-99 school year or the expiration of the continuing contract or Agreement, whichever comes first;
12. Use any district or school logo without prior approval.

Use of school bulletin boards remains the province of the principal, but material posted is subject to the same guidelines as listed for advertisers. School related organizations may, with the principal's permission, use the school's bulletin boards to disseminate information such as membership, activities, schedules and events.

For the purpose of aligning the implementation of this policy with community values, there shall be formed an Advertising/Revenue Enhancement Review Board.

The advertising/revenue enhancement review board will, upon referral by the superintendent, advise the superintendent on issues including, but not limited to, the following:

1. Provide direction and oversight to the selection and retention of private firms, which solicit advertisers and manage the advertising process if and when this service is desired;
2. Approve advertising content of districtwide advertising programs;
3. A pricing structure that considers at least the following factors:
 - a. Nature of entity wishing to advertise (Boy Scouts, business, etc.);
 - b. Duration of the proposed advertising campaign;
 - c. Physical dimensions of the proposed advertisement;
 - d. Physical location of the proposed advertisement;
 - e. Interest generated by the advertisement and consequently, what the market will bear.
4. Consider unique or unusual proposals and requests for advertising in schools or on school district property;
5. Periodically review the effectiveness of the Advertising/Revenue Enhancement programs and make recommendations for change if needed.

The advertising/revenue enhancement review board shall be an ad hoc committee and have the following membership designations:

1. Two high school students(one girl and one boy);
2. Four parents at large, recommended from Parents' Council (one high school, one middle school and two elementary);
3. Two parent representatives of high school booster clubs;
4. One member from business community;
5. Three administrative representatives selected by the superintendent (nonvoting).

The administrative representatives shall assume the responsibility for organizing the advertising/revenue enhancement review board and assisting in the efficient performance of its duties.