

Hood River County School District

Code: **KJ**
Adopted: 4/08/09
Readopted: 1/22/14
Orig. Code(s): 110

Advertising in District Facilities, Publications and Websites

The district is specifically permitted to solicit commercial advertising to defray the costs of operating and maintaining publications and websites in accord with the following procedure. These limitations shall be applied to the solicitation process and the nature of the advertisements that may be accepted by school officials for display and publication in district facilities, publications and websites.

1. No advertising will be accepted for any product or service deemed to be inappropriate for display on the district websites as determined by the superintendent or his/her designee. Principals must approve all advertising for publications and signs in their schools.
2. No advertising will be accepted for alcoholic beverages, tobacco products, prescribed or nonprescribed drugs, or other items or services not legally available to minors.
3. No advertising will be accepted for magazines or articles that are sexually provocative.
4. No advertising will be accepted from businesses located outside of Hood River County that compete directly with businesses located in Hood River County.
5. No advertising will be accepted from private or charter schools that enroll K-12 students.
6. No advertiser is to be promised that its sign will be exclusively displayed for a particular market (i.e. only one grocery store) or product (i.e. soft drinks: Coke vs. Pepsi). This takes effect with all contracts entered into or extended after June 30, 2009.
7. All potential advertisers will enter contracts that contain the appropriate terms and conditions regarding issues such as price/fee, duration, size, location, etc.
8. Advertising from establishments like restaurants that offer alcoholic beverages may be accepted if the advertisement's focus is the restaurant's food service as opposed to its liquor sales.
9. No advertising will be accepted from partisan political organizations, political parties, candidates for political office, nonprofit special interest groups or religious groups.

10. In order to protect the district and its integrity, the specific wording to be used in commercial advertising placed on the district websites must be approved by the superintendent or his/her designee.

END OF POLICY

Legal Reference(s):

[ORS 279B.055](#)

[ORS 332.107](#)

Cross Reference(s):

GBC - Staff Ethics

KJA - Materials Distribution