

Advertising in District Facilities

The Board would prefer that our schools not be used for commercial advertising. However, the Board recognizes that there are some opportunities for revenue enhancement through advertising which do not exploit our students for commercial purposes. The purpose of this policy is to provide guidelines as to when and where advertising is appropriate.

Responsibility

Principals are responsible for all advertising connected with their building. Any fixed signs, which become more or less a permanent part of any facility, must be approved by the superintendent.

Nature/Content of ads

1. Advertising for tobacco products, alcoholic drinks, weapons, or other products or services, which are inappropriate in a school environment, is not allowed.
2. Advertising which promotes behavior contrary to Board policy (violence, discrimination, etc.) is not allowed.

Location/Type of ads

1. Advertising in district publications such as extracurricular activity programs, school newspapers, and yearbooks is acceptable provided that it is clear to the reader that the ads are paid for advertising and that they are not sponsored or endorsed by the district.
2. Donated equipment can have a sign advertising the donor provided the sign is not the primary purpose of the equipment and provided the sign does not detract from the primary purpose of the equipment. For example if "brand-X" donated an athletic score board, the score board could have a sign with the "brand-X" logo. This aspect of this policy must not be used as a loophole where advertisers can place ads simply by donating equipment. The district should only accept donations of equipment for which there is a real need.
3. Temporary signs can be placed where they are visible at public events. The signs are to be removed following the event for which they were placed. For example, a sign at the football stadium must be removed following a football game, and can not be left up for the entire season.
4. Schools can participate in award programs (e.g. the Brand-X Good Reader Award) or events (e.g. the Brand-X Science Fair) sponsored by commercial companies provided that the benefit to students justifies the amount of advertising the commercial company receives.

5. Commercial sponsorship of school events (e.g. a dance or a play) or teams is acceptable provided the sponsorship is consistent with OSAA rules.

Pricing

The following should be considered when establishing the price for advertising.

1. Nature of the entity wishing to advertise (i.e. nonprofit vs. for-profit).
2. Duration of the proposed advertising campaign.
3. Size and location of the advertisement.
4. Fair market value of the advertisement.

Contracts

When a contract for advertising or other exclusive use contract is solicited by the district for compensation, the district shall follow Board policy DJC - Bidding Requirements and as appropriate, adopted public contracting rules [as provided in DJC-AR - Exemptions from Competitive Bidding] prior to contract approval. Competitive includes monetary as well as in-kind contributions, i.e., scoreboards, computers, other equipment or materials for contracts over \$75,000, the request for proposal (RFP) process will be utilized.

END OF POLICY

Legal Reference(s):

[ORS 279B.055](#)

[ORS 332.107](#)

Cross Reference(s):

GBC - Staff Ethics

GBI - Gifts and Solicitations

KJA - Materials Distribution