

## Commercial Advertising/Merchandise Sales

1. Commercial advertising in district schools may be permitted by the superintendent/designee subject to the following guidelines. Schools, with prior approval, may:
  - a. Publish advertising in any school newspaper, other school periodical, school or district publication, web page or yearbook;
  - b. Distribute advertising or market research as part of district-approved curriculum on advertising, marketing or media literacy (book fairs, musical instrument fairs or book orders);
  - c. Use free educational materials with incidental advertising (pencils, folders, notebooks);
  - d. Permit demonstrations of educational materials and equipment (textbook adoptions, software, copy machines);
  - e. Cooperate with nonprofit community organizations in making or posting announcements or distributing program materials that supplement the school program provided that such cooperation does not interfere with the school program and is not inconsistent with the mission goals and policies of the district (Doernbecher, Juliette House, FISH, Red Cross);
  - f. Utilize films or other educational materials and instructional aids, including newspapers and magazines, in either print or electronic form furnished by private sources when the advertising content is reasonable in the judgment of the superintendent/designee;
  - g. Permit participation on a student-option basis in essay, art, science and similar contests sponsored by outside interests when such activities parallel the curriculum and contribute to the educational program;
  - h. Release promotional material for non school athletic and cultural events through appropriate school departments (Oregon Museum of Science and Industry, Trailblazers, Children's Theater);
  - i. Indoor or outdoor signage for advertisement purposes that meets the requirements of this policy;
  - j. The display of product names on vending machines that have been placed in a school building for the use of students, staff and the public at secondary schools and other district facilities (vending machines with product names may only be placed in staff rooms at elementary schools);
  - k. Accept limited advertising on extracurricular activity schedules and programs (sports schedule/poster, programs for school performances).

Other exceptions may be approved when, in the judgment of the superintendent/designee, students of the district shall benefit.

2. When schools are permitted to participate in commercial ventures as provided by Board policy and this administrative regulation, the following restrictions shall apply:

- a. There may be no obligation on the part of students to sell products, make purchases or distribute information;
  - b. The use of any advertising for the purpose of sale of alcohol or tobacco in district publications or for any purpose inconsistent with board policies and administrative regulations is prohibited;
  - c. If a commission, rebate or other consideration results from the sale of any approved product or service, it will become the property of the district, and distributed as directed by the superintendent or designee (book club points, photography rebates, free books, free trips);
  - d. Contracts considered for approval are subject to the competitive procurement requirements of Board policy DJ - District Purchasing and Board policy DJC - Bidding Requirements and the district's public contracting rules. Competitive procurement as used in the regulation includes monetary as well as in-kind contributions (graduation services, beverage contract).
3. When schools or the district enter into sponsorships as provided by Board policy and this administrative regulation, public recognition may be posted with the following restrictions:
- a. The recognition for an event, activity or item sponsored is time-limited;
  - b. A sponsorship recognition is restricted to the name of the individual, company name or company logo;
  - c. A sponsorship recognition of the event, activity or item showing the name of the sponsor or the company name/logo is limited in size by the superintendent/designee.