

Advertising in District Facilities

It is the intent of the district to operate a nonpublic forum, and except as allowed in this policy, advertisement is prohibited on district property.

Advertising which is consistent with community standards, school curriculum and academic goals, and which is age-appropriate and consistent with district nondiscrimination policies, may be accepted for placement in school publications and on certain district property. Advertising on district property shall be prohibited where the circumstances, in the judgment of the superintendent or designee, may be considered exploitative of the students of the district or may otherwise compromise the district's educational mission. The district will not accept advertisements which:

1. Promote hostility, disorder, violence or fraudulent or unethical practices;
2. Promote the use of illegal drugs, alcohol, tobacco, gambling or firearms;
3. Attack or promote ethnic, racial or religious groups;
4. Are sexually exploitative in nature or deal with sexual issues;
5. Are libelous;
6. Inhibit the functioning of the school;
7. Override the school's identity;
8. Promote, favor or oppose the candidacy of any candidate for election, adoption of any bond issues, or municipal or school election;
9. Promote any religious beliefs, or religious or political organization;
10. Contain vulgar and plainly offensive, obscene language;
11. Are associated with any company or individual whose actions are inconsistent with the district's mission and goals or community values; or
12. Promote any product or service not permitted to minors by law.

The placement of advertisements on district property or in school publications does not constitute school or district endorsement of any product, service, organization, or activity. Advertisements that imply or declare an endorsement of a product, service, organization or activity are prohibited.

Revenues from advertisements in school publications shall be used to offset the cost of producing the publications. Excess shall accrue to the organization sponsoring the activity. Revenues from advertising on district property (i.e., scoreboards) shall be a resource to the district general fund or, if appropriate, to a special fund.

The superintendent or designee shall approve advertisements on district property on a case-by-case basis. Such advertisements may be renewed on a three-year basis.

END OF POLICY

Legal Reference(s):

[ORS 279B.055](#)

[ORS 332.107](#)

Cross Reference(s):

GBC - Staff Ethics

KJA - Materials Distribution