

Commercial Advertising/Merchandise Sales

The Board recognizes that business, professional, and cultural organizations make available for public use much information which is of great value in advancing student education. Much of this information is not available through other sources.

Objective of Policy:

The objectives of this policy are to:

1. Provide for the use of information and material on district property and in schools from private sources which tends to strengthen the curriculum and benefit the students;
2. Protect both students and their families from exploitation by commercial, organizational and cultural interests through a standard approval process; and
3. Establish criteria for advertising on district property.

General Statement of Policy

The facilities, the staff or the students of the district shall not be used in any manner to advertise or promote commercial, cultural, organizational or other non-school interests except that the district may:

1. Utilize films and other instructional aids furnished by private sources when the advertising content is reasonable in the judgement of the principal and/or designee of the school involved;
2. Cooperate through announcements and distribution of program material with non-profit community organizations that supplement the school program when such cooperation will not interfere with the school program;
3. 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;
4. Release promotional material for non-school athletic and cultural events only through appropriate school departments;
5. Accept limited advertising on extracurricular activity schedules and programs at the discretion of the principal of the school involved;

6. Accept advertising and revenue enhancement proposals in accordance with this policy and accompanying administrative rule;
7. Permit other exceptions when, in the judgement of the superintendent, students of the district will benefit. The superintendent may, at his/her option, refer specific cases to the Advertising/Revenue Enhancement Review Board and solicit their advice on specific issues related to this policy and administrative rule.

END OF POLICY

Legal Reference(s):

[ORS 279C.335](#)

[ORS 332.107](#)

[ORS 332.593](#)

[ORS 339.880](#)

[ORS 646.185](#)

32 OR. ATTY. GEN. OP. 209 (1965)

46 OR. ATTY. GEN. OP. 239 (1989)