

Commercial Advertising/Merchandise Sales

Limitations

Revenue enhancement through a variety of marketing activities, including but not limited to advertising, corporate sponsorship, signage, et. al., is a Board approved venture when in compliance with the guidelines stated in the policy. These opportunities are subject to certain restrictions as approved by the Board in keeping with the contemporary standards of good taste. Such advertising will seek to model and promote positive values for the students of the district through proactive educational messages and not just traditional advertising of a product. Preferred advertising includes messages that encourage student achievement and the establishment of high standards of personal conduct and must be in compliance with state and local laws.

The revenues derived will:

1. Enhance student achievement;
2. Assist in the maintenance of existing district athletics and activity programs;
3. Provide scholarships for students participating in athletic and activity programs who demonstrate financial need;
4. Provide needed resources to retain existing programs when reductions are made.

All advertising proceeds shall be deposited as revenues in either the general, student body, or athletics/activities fund and budgeted as part of the regular budget process.

Appropriate opportunities for these marketing activities may include but are not limited to:

1. Fixed signage;
2. Banners;
3. District level publications;
4. Athletic facilities (including middle school and high school);
5. District level projects;
6. District and regional level activities at state tournaments (will require OSAA permission);

7. Expanded usage of facilities beyond traditional use (i.e., concerts, rallies, etc.);
8. Athletic team uniforms/warm-ups where allowed under state and national rules;
9. Individual school publications (when not in conflict with current contracts).
10. Any outside vendor may advertise in individual school publications. Those desiring to advertise their product or service to our school community in a newsletter must present copy ready black and white ad to the head secretary of each school that ad space is desired. Ads must be turned in no later than the 20th of the month prior to the month the ad will be run.

The schedule below is the charge that must be pre-paid to each school where the ad is to be printed:

1/8 page	(Business Card)	\$40.00
1/4 page		\$80.00
1/2 page		\$125.00
1 full page		\$200.00

Funds collected from ads will be used to defer the cost of the newsletters.

Guidelines for ad placement:

- a. Each school will accept ads on a first come first serve basis.
- b. Ads must be received by the 20th of the month in a copy ready format.
- c. No more than two page of ads will be accepted per month per school.
- d. Building principal reserves the right to deny ad space.
- e. Checks are to be made payable to the district.

School Guidelines for ad placement:

- a. No individual will be allowed to run more than two consecutive ads.
- b. A disclaimer will be placed at the bottom of the ad page that states: Paid advertisement. School does not endorse products or services advertised on this page.
- c. For profit advertisers will pay according to the fee schedule above. Not for profit advertisers, fund raising committees, student organizations (i.e. Cub Scouts) will not be charged.

The following restrictions will be in place when seeking revenue enhancement. Revenue enhancement activities will not:

1. Promote hostility, disorder or violence;
2. Attack ethnic, racial or religious groups;
3. Discriminate, demean, harass or ridicule any person or group of persons on the basis of gender;
4. Be libelous;

5. Inhibit the functioning of the school and/or school district;
6. Override the school/district identity;
7. Promote, favor or oppose the candidacy of any candidate for election, adoption of any bond/budget;
8. Issues or any public questions submitted at any general, county, municipal or school election;
9. Be obscene or pornographic as defined by prevailing community standards throughout the district (e.g. R- or X-rated movies);
10. Promote the use of drugs, alcohol, tobacco, firearms or certain products that create community concerns;
11. Promote any religious or political organization;
12. Interfere with current school/district advertising and marketing programs (i.e., yearbook advertising, cafeteria contracts with food providers). At the conclusion of said contracts, extension must be approved under new district marketing policy. This policy will take effect during the 1997-98 school year or the expiration of the continuing contract or Agreement, whichever comes first;
13. Use any district or school logo without prior approval.

Use of school bulletin boards remain the province of the principal, but material posted is subject to the same guidelines as listed for advertisers. School related organizations may, with the principal's permission, use the school's bulletin boards to disseminate information such as membership, activities, schedules, and events.

For the purpose of aligning the implementation of this policy with community values, the district may form an Advertising/Revenue Enhancement Review Board.

The Review Board would, upon referral by the superintendent, advise the superintendent on issues including but not limited to the following:

1. Provide direction and oversight to the selection and retention of private firms which solicit advertisers and manage the advertising process if and when this service is desired;
2. Approve advertising content of district wide advertising programs;
3. A pricing structure that considers at least the following factors:
 - a. Nature of entity wishing to advertise (Boy Scouts, business, etc.);
 - b. Duration of the proposed advertising campaign;
 - c. Physical dimensions of the proposed advertisement;
 - d. Physical location of the proposed advertisement;
 - f. Interest generated by the advertisement and consequently, what the market will bear.

4. Consider unique or unusual proposals and requests for advertising in schools or on district property;
5. Review the effectiveness of the Advertising/Revenue Enhancement programs and make recommendations for change if needed;
6. Review and consider any complaints which may be submitted regarding the content of advertisements in the schools.

The review Board shall be an ad hoc committee appointed by the superintendent and have the following membership designations:

- 1 - Board member (designated by the Board);
- 2 - High School students;
- 1 - Parent from each school, recommended by each school's Parent Advisory Councils;
- 1 - Member from business community;
- 1 - Administrative representative together with the Deputy Clerk/Fiscal Manager (non-voting).

The administrative representative shall assume the responsibility for organizing the Review Board and assisting in the efficient performance of its duties . If a member of the Review Board resigns during their appointment the superintendent shall appoint a replacement for the completion of that term. Only the Board may remove a member of the Review Board if circumstances deem removal necessary, and only after review by legal counsel.