

## Commercial Advertising

The Board recognizes that business, professional and cultural organizations make information available for public use 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 nonschool 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 nonprofit 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 nonschool 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 regulation;

7. Permit other exceptions when, in the judgement of the superintendent, students of the district will benefit.

Contracts shall include a provision allowing the district to terminate the contract if it is determined by the district to have an adverse impact on district programs, services or activities.

All contracts considered for approval are subject to the competitive procurement requirements of Board policies DJ - District Purchasing, DJC - Bidding Requirements and the local contract review board's public contracting rules. Competitive procurement as used in this policy includes monetary as well as in-kind contributions (i.e., scoreboards, computers, other equipment or materials).

The superintendent will develop administrative regulations as needed for implementation of this policy.

END OF POLICY

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**Legal Reference(s):**

[ORS 279B.055](#)  
[ORS 279C.335](#)

[ORS 332.107](#)

[ORS 339.880](#)

**Cross Reference(s):**

GBI - Gifts and Solicitations