

## **Commercial Advertising**

### **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. 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 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.