

Advertising in District Facilities

The objectives of this policy are to:

1. Provide for the use in the schools of information and material from outside 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.

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

1. Use outside speakers in the classroom or school programs as approved by the principal when such speakers will help in furthering the educational program, within the limitations of the collective bargaining agreement and district policy on controversial subjects;
2. Use films, videos, magazines, posters and other educational materials containing some advertising, as long as the advertising is reasonable and incidental to the major educational purpose;
3. Participate in print or broadcast media as approved by the principal under acceptable commercial sponsorship when such participation is supplementary or beneficial to the district educational program;
4. Accept and publish paid advertising in district publications under established procedures as set by the principal;
5. 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;
6. Cooperate in furthering the work of a nonprofit, social service agency, provided that such cooperation does not restrict or impair the education program;
7. Allow fund raising by district sponsored groups, such as a parent club, for the benefit of students or school programs, according to procedures set by the administration; and
8. Permit other exceptions when, in the judgment of the superintendent, students of the district will benefit. The superintendent may refer specific cases to the Board for decision.

The district may not:

1. Participate in any fund raising drive sponsored by an outside organization without approval of the superintendent;
2. Allow demonstrations of services or materials and canvassing of students or district employees by agents or representatives of business concerns for the purpose of selling products or services during the school day on district premises;
3. Allow communications from individuals and organizations not directly connected with the schools and having a primary purpose of solicitation or advertising;
4. Allow distribution of surveys, questionnaires or requests for information by individuals and organizations not directly connected with the district.

Any approved procedure under this policy shall be conducted in such a manner as to hold solicitation of funds from students and use of instruction time to a minimum.

Distribution of information allowed under the provisions of this policy shall include the statement, "This information is provided solely as a service to students and parents. The district assumes no sponsorship or liability for its contents or events arising out of its distribution."

When a contract for advertising or other exclusive use contract is solicited for compensation, the district shall follow Board policy DJC - "Bidding Requirements" and, as appropriate, adopted public contracting rules as provided in DJC-AR - "Exemptions from Competitive Bidding" prior to the contract approval. Competitive includes monetary as well as to in-kind contributions: i.e., scoreboards, computers, other equipment or materials for contracts over \$5,000, the request for proposal (RFP) will be utilized.

END OF POLICY

Legal Reference(s):

[ORS 279B.055](#)

[ORS 332.107](#)

Cross Reference(s):

GBC - Staff Ethics

GBI - Gifts and Solicitations

KJA - Materials Distribution