



ADVERTISING

POLICY:	905
ADOPTED:	05/20/02
REVISED:	08/22/22

I. Purpose

The purpose of this policy is to provide guidelines for the advertising or promoting of products or services to students, parents, and employees in the schools.

II. General Statement of Policy

It is the school district's policy that the name, facilities, staff, students, or any part of the school district shall not be used for advertising or promoting the interests of a commercial or nonprofit agency or organization except as set forth below.

III. Advertising Guidelines

- A. School Publications - School publications, including publications such as programs and calendars, may accept and publish paid advertising provided they receive advance approval from the appropriate administrator. In no instance shall publications accept advertising or advertising images for alcohol, tobacco, drugs, drug paraphernalia, weapons, or obscene, pornographic or illegal materials. Advertisements may be rejected by the school district if determined to be inconsistent with the educational objectives of the school district or inappropriate for inclusion in the publication. For example, advertising may be rejected if determined to be false, misleading, or deceptive, or if it relates to an illegal activity or antisocial behavior. The Superintendent or their designee is responsible for screening all such advertising for appropriateness, including compliance with the school district policy prohibiting sexual, racial, and religious harassment. All material considered must be determined to be in conformity to the above standard and shall not conflict with board policies: 421 – Gifts to employees; 505 – Distribution of Non school-sponsored materials on school premises by students and employees; 512 – School-sponsored student publications and activities; 904 – Distribution of materials on school district property, or any other applicable board policies.
- B. Facilities - Advertising on facilities must be brought first to the Superintendent or their designee who will review it for policy compliance. After initial review, the request may be advanced to the school board. All advertising on school facilities must meet the exact specifications as required by the superintendent or their designee. Any approval will state precisely where such advertising may be placed. The restrictions listed in Section A above will apply. The district must not, under any circumstances, incur cost for such advertisement, including but not limited to placement, upkeep, or removal. In no instance will an advertising device be

erected or maintained on school district property or within 100 feet of a school that is visible to and primarily intended to advertise to and inform or to attract the attention of operators and occupants of motor vehicles.

- C. Donations – Donations that include or carry advertisements must be approved by the school board. The school district or a school may acknowledge a donation it has received from an organization by displaying a "donated by," "sponsored in part by," or a similar by-line with the organization's name and/or symbol on the item. Examples include activity programs or yearbooks. Any such recognition proposed for facilities must be considered by the school board.
- D. Nonprofit entities and organizations may be allowed to use the school district name, students, or facilities for purposes of advertising or promotion if the purpose is determined to be educationally related and prior approval is obtained through the Superintendent or their designee. Advertising will be limited to the specific event, purpose, timeline, and placement approved by the district.
- E. Contracts for computers or related equipment or services that require advertising to be disseminated to students will not be entered into or permitted unless done pursuant to and in accordance with state law.
- F. The inclusion of advertisements in school district publications, in school district facilities, or on school district property does not constitute approval and/or endorsement of any product, service, organization, or activity. Approved advertisements will not imply or declare such approval or endorsement.

IV. Accounting

- A. All revenues received from advertising or inclusions in districtwide publications or on or around any school facilities shall be determined to be general fund revenues and any designated expenditure fund shall be determined in advance, by the school board. Advertising revenues must be accounted for and reported in compliance with UFARS. Periodic reports shall be made to the school board by the Superintendent regarding the scope and amount of such revenues.

Legal References: Minn. Stat. § 123B.93 Advertising on School Buses
Minn. Stat. § 125B.022 Contracts for Computers or Related Equipment or Service
Minn. Stat. § 173.08 Excluded Road Advertising Devices

Cross References: Policy 421 - Gifts to Employees
Policy 505 - Distribution of Nonschool-Sponsored Materials on School Premises by Students and Employees
Policy 512 - School-Sponsored Student Publications and Activities

Policy 702 - Accounting

Policy 706 - Acceptance of Gifts

Policy 904 - Distribution of Materials on School District Property by
Nonschool Persons