

ADVERTISING

I. PURPOSE

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

II. GENERAL STATEMENT OF POLICY

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

III. ADVERTISING GUIDELINES

- A. School publications, including publications such as newspapers, yearbooks, activities programs, and district calendars, may accept and publish paid advertising provided they receive advance approval from the superintendent or designee. School publications will not accept advertising or advertising images for alcohol; tobacco; drugs or paraphernalia; weapons; obscene, pornographic or illegal materials; or other images that conflict with district policy.

The coach, advisor, or sponsor of the publication is responsible for screening all advertising for appropriateness, including compliance with school district policies.

- B. Requests to place advertising on district facilities or on district property must be made to the school board through the superintendent. The school board must approve the advertising request. The approval will state where the advertising may be placed, the advertising timeframe, and that the advertising must be lawful. The restrictions listed in Section IIIA above also apply.
- C. An advertisement will be rejected by the district if determined to be inconsistent with the district's educational objectives or inappropriate for inclusion in the specific school publication. For example, an advertisement will be rejected if determined to be false, misleading, deceptive, related to an illegal activity or in conflict with Section IIIA above.
- D. An advertising device will not be erected or maintained on school district property or within 100 feet of a school that attracts occupants of motor vehicles or is visible to and primarily intended to advertise, inform, or attract occupants of motor vehicles.
- E. Donations and/or revenues generated through advertisement, including the advertising revenue generated by the district organization benefiting from the generated funds, must be approved by the school board.

- F. The district may acknowledge a donation it has received from an organization by displaying a “donated by,” “sponsored in part by,” or similar acknowledgement with the organization’s name and/or symbol on the item.
- G. Nonprofit organizations may be allowed to use the district’s name, students, or facilities for purposes of advertising or promotion if the purpose is determined to be educationally related and prior approval is obtained from the school board. Advertising will be limited to the specific event, purpose, timelines, and placement approved by the school board.
- H. The district will not enter into contracts for computers or related equipment or services that require advertising to be disseminated to students unless done in accordance with state law.
- I. The inclusion of advertisements in district publications, in district facilities, or on district property does not constitute approval or endorsement of any product, service, organization, or activity.

IV. ACCOUNTING

All advertising revenue must be paid directly to the district. The revenue may be credited to the district department or organization that obtained the advertising but the department or organization does not have direct receipt and control of the revenues.

All advertising revenues shall be accounted for and reported in compliance with UFARS legal requirements. A periodic report shall be made to the school board by the superintendent regarding the scope and amount of these 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)