

*Adopted: 10/8/2020*  
*Reviewed: 9/24/2020*  
*Revised:*  
*Rescinds*

## **905 ADVERTISING**

### **I. PURPOSE**

The purpose of this policy is to provide guidelines for the advertising or promoting of products or services.

### **II. GENERAL STATEMENT OF POLICY**

The school district's policy is 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. DEFINITION**

A. "Advertising" means the action of calling something to the attention of the public by paid announcements.

### **IV. ADVERTISING GUIDELINES**

A. 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, advertisements may be rejected if determined to be false, misleading, or deceptive, or if they relate to an illegal activity or are in direct violation of other school district policies. The site administrator shall screen all such advertising for appropriateness, including compliance with the school district policy prohibiting sexual, racial, and religious harassment.

B. The superintendent or designee may approve advertising in school district facilities or on school district property. Any approval will state precisely where such advertising may be placed. The restrictions listed in Section A above will apply. Advertising will not be allowed outside the specific area approved by the superintendent or designee. Specific advertising must be approved by the superintendent or designee.

C. No advertising which promotes external competing entities especially as it relates

to enrollment, athletics and activities for the district will be allowed.

- D. Donations which include or carry advertisements must follow school district Policy 706 (Acceptance of Gifts).
- E. 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.
- F. 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 educational and prior approval is obtained from the superintendent or designee. Advertising will be limited to the specific event or purpose approved by the superintendent or designee.
- G. 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.
- H. 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.

## V. ACCOUNTING

Advertising revenues must be accounted for and reported in compliance with UFARS. A periodic report shall be made to the school board by the superintendent regarding the scope and amount of such revenues should they exceed \$10,000 annually.

***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:*** Burnsville-Eagan-Savage School District Policy 413 (Harassment and Violence)  
Burnsville-Eagan-Savage School District Policy 421 (Gifts to Employees and School Board Members)  
Burnsville-Eagan-Savage School District Policy 702 (Accounting)  
Burnsville-Eagan-Savage School District Policy 706 (Acceptance of Gifts)