

Second Reading: December 10, 2015

Adopted: May 11, 2000; December 8, 2005_

905 - ADVERTISING

I. PURPOSE

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

II. GENERAL STATEMENT OF POLICY

It is the school district's general 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. On those limited occasions when and where advertising is approved, it shall not interfere with the instructional program or significantly affect the content of instructional materials.

III. ADVERTISING GUIDELINES

When advertising and/or promotion of a company or product or nonprofit activity are considered, the criteria to consider are; what is the benefit for students, how will the school benefit, and what will the company or nonprofit gain.

Guidelines include the following:

- 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 for alcohol, tobacco, drugs, drug paraphernalia, weapons, or pornographic or illegal materials. Advertisements may be rejected by the school district if determined to be inconsistent with the district's mission, values and vision, or a violation of district policy. The faculty advisor is responsible for screening all such advertising for appropriateness, including compliance with other school district policies.
- B. The school board 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 school board. Specific advertising must be approved by the superintendent or designee.

- C. 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.
- D. 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.
- E. 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 from administration.
- 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, organization, or activity.

IV. 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.

Cross References: MSBA/MASA Model Policy 421 (Gifts to Employees)
MSBA/MASA Model Policy 702 (Accounting)

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