



## **OPERATIONAL EXPECTATIONS**

## **ISD 197 School Board**

School District-Community Relations

Contact: Director of Communications

### **905 ADVERTISING**

#### **I. PURPOSE**

The purpose of this policy is to provide guidelines for the advertising or promoting of products or services to students and parents/guardians 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, 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 antisocial behavior. The faculty advisor is responsible for screening all such advertising for appropriateness, including compliance with the school district policy prohibiting sexual, racial, and religious harassment.

- 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. 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 and inform or to attract or which does attract the attention of operators and occupants of motor vehicles.
- C. Donations which include or carry advertisements must be approved by the school board.
- 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. Examples include activity programs or yearbooks.
- 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 the school board. Advertising will be limited to the specific event or purpose approved by the school board.
- F. 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.
- G. 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**

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.

***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:*** School District Policy 421 (Gifts to Employees)  
School District Policy 702 (Accounting)

<b>POLICY ADOPTED:</b>	April 4, 2011
<b>POLICY REVIEWED/REVISED:</b>	May 6, 2019; November 28, 2022
<b>Monitoring Method:</b>	Administrative Review
<b>Monitoring Frequency:</b>	Every three years



## **905 ADVERTISING - ADDENDUM**

### **I. ADVERTISING CATEGORIES AND APPROVED LOCATIONS**

#### **A. Digital Content**

Advertising and sponsor recognition are permitted on the following district-controlled digital platforms. All digital content must comply with Policy 905 content restrictions. Ads shall not imply district endorsement and may be removed if inconsistent with district standards.

1. Warrior Field Video Board
2. Two Rivers High School (TRHS) Gymnasium Score Table
3. TRHS Touch Pro Screens (digital hallway monitors)
4. TRWarriors.com website
5. TRHS Social Media Channels (official accounts)
6. TRHS Monitors (interior digital displays)

#### **B. Written Content**

Advertising is permitted in the following printed materials:

1. TRHS Programs (e.g., athletic, fine arts, or activity programs)
2. TRHS Calendars

#### **C. Signage**

1. Advertising signage may be displayed in the following approved facilities and athletic locations:

##### **a. Main Scoreboards:**

- i. Warrior Field
- ii. Varsity Baseball Field
- iii. Varsity Softball Field
- iv. TRHS Gymnasiums
- v. TRHS Aquatics Facility

b. Fence or Wall Banners:

- i. Warrior Field
- ii. Varsity Baseball and Softball Fields
- iii. Tennis Courts
- iv. Matson Field
- v. TRHS Gymnasiums
- vi. TRHS Fitness Center
- vii. TRHS Aquatics Facility

2. Size Parameters (Approximate):

Outdoor banners: up to 3' x 5'

Indoor banners: up to 2' x 4'

Scoreboard displays: up to 3' x 3' (outdoor) or 1.5' x 1.5' (indoor)

a. Conditions:

- i. Placement must face inward toward spectators and not toward public roadways (Minn. Stat. §173.08).
- ii. Signage shall remain in good condition and may not obstruct safety signage or instructional space.
- iii. All final designs and placements require superintendent or designee approval.

D. Audio Advertising

Advertising acknowledgments are permitted through:

1. Public Address Announcements at athletic games, contests, or events
2. Broadcasts of TRHS events or competitions (e.g., livestreams, local media)

All audio content must be preapproved, appropriate in tone, and limited in frequency to avoid disruption of events.

E. Apparel and Equipment

Limited sponsor recognition is permitted on:

1. Team or camp apparel (e.g., t-shirts, sweatshirts, hats)

2. Issued team warm-ups or equipment, where consistent with Minnesota State High School League (MSHSL) rules

Logos or text must be modest, secondary to school branding, and free of prohibited content. All apparel designs require advance approval from the Activities Director or Superintendent's designee.

## **II. PROHIBITED ADVERTISING LOCATIONS**

In alignment with Policy 905, advertising is not permitted in or on the following areas:

1. Classrooms, hallways, restrooms, or instructional materials
2. Exterior walls, rooftops, or outdoor areas visible from public roads
3. Playgrounds or outdoor learning environments
4. District vehicles, including school buses (except as allowed by law)
5. Student technology devices or instructional software
6. Any area that conveys or implies district endorsement of a commercial product or service

## **III. APPROVAL AND OVERSIGHT**

### Building-Level Approval:

Principals or Activities Directors may approve advertising within these designated areas.

### District-Level Oversight:

The Superintendent or designee must approve all advertising contracts and verify compliance with Policy 905.

### Board Review:

Any new advertising location not listed in this addendum requires School Board approval prior to implementation.

## **IV. REVIEW AND REPORTING**

The Superintendent shall include advertising activity as part of the periodic Policy 905 review and report to the Board on:

1. Active advertising locations;

2. Total revenues generated; and
3. Compliance with established standards.

**V. EFFECTIVE UPON BOARD APPROVAL**

This addendum becomes part of Policy 905 and shall be reviewed during each regular three-year policy review cycle.