



TO: School Board Members

FROM: Sara Blair, Director of Communications

DATE: January 12, 2026

SUBJECT: Final Reading of Policy 905, Advertising

BACKGROUND

A review of Policy 905, Advertising, has been conducted, and the current policy adheres to the district's processes and procedures. This policy was last approved in November of 2022 and brought to the board for a first reading on November 24, 2025. The district's current policy was reviewed against MSBA's model policy and continues to match that language. Based on this review, no changes are recommended.

While the administration is not proposing any changes to the policy itself, the policy is being presented through three readings due to the addition of an addendum. The addendum lists the advertising locations already approved by the board at the July 17, 2023 board meeting.

This policy was reviewed using the district's Four-Way Equity Test. The policy requires that, prior to acceptance of paid advertising, advertisements be reviewed to ensure they are consistent with the district's educational objectives and appropriate for inclusion in a publication. Further, they will be screened to ensure they comply with the school district policy prohibiting sexual, racial, and religious harassment.

RECOMMENDED RESOLUTION

BE IT RESOLVED by the School Board of Independent School District 197 to approve Policy 905, Advertising, as presented.