

ADVERTISING POLICY

I. PURPOSE

The purpose of this policy is to provide guidelines for the advertising or promoting of products or services to students, parents and staff.

II. GENERAL STATEMENT OF POLICY

- A. The school board recognizes that outside sponsorships/partnerships with businesses and organizations can be of great value in advancing student education.
- B. The board is also aware, however, that schools are public institutions and that is clearly a duty to protect students from exploitation by private interests.
- C. 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. ADVERTISING GUIDELINES

- A. In no instance shall publications accept advertising or advertising images for gambling, alcohol, tobacco, drugs, drug paraphernalia, weapons, or obscene, pornographic or illegal materials.
- B. Advertisements may be rejected 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 for multiple purposes, deceptive, or if they relate to an illegal activity or antisocial behavior. The appropriate administrator is responsible for screening all such advertising for appropriateness, including compliance with the school district policy prohibiting sexual, racial, and religious harassment before submitting the advertising to the superintendent for approval.
- C. District and school facilities, equipment, publications and websites may not be used as a means of producing or disseminating to the community any material that advertises or promotes a political party, a political viewpoint or the candidacy of a person for public office.
- D. School publications, including publications such as programs, calendars, and yearbooks may accept and publish paid advertising provided they receive approval from the appropriate administrator.

- E. Official school organizations may be allowed to use the district name or facilities for purposes of advertising or promotion if the purpose is determined to be educationally related, is in compliance with district policies and prior approval is obtained from the responsible administrator.
- F. Any approval will state precisely where such advertising may be placed.
- G. In no instance will an advertising device be erected or maintained 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. (Minnesota Statute 173.08)
- H. Donations which include or carry advertisements must be approved by the superintendent.
- I. 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 byline with the organization's name and/or symbol on the item. Examples include activity programs or yearbooks.
- J. 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. (Minnesota Statute 125B.022)
- K. 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

- A. Advertising revenues must be paid directly to the district.
- B. The organization responsible for securing the revenues may be acknowledged, but that organization cannot have direct receipt and control of the revenues.
- C. The revenues shall be accounted for and reported in compliance with UFARS legal requirements.
- D. Once the superintendent has approved the advertisement, the school or department receiving the advertising revenue must complete the appropriate forms required by the finance department. The finance department will provide the school board a list of approved advertisements via the consent agenda. Approval of the consent agenda will be the official action of the school board and recognition of the revenue.

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)
Minn Stat. § 123B.025 School Sponsorship and Advertising Revenue Cross