I. PURPOSE

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

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. DEFINITIONS

A. “Advertising” means print, electronic or digital communication practices by a commercial or nonprofit agency or organization aimed at persuading audiences to purchase products and/or services, or adopt a particular point of view. Advertising includes, but is not limited to text and images placed in district publications, exclusive agreements or contracts, sponsorship of school programs, fundraising and incentive programs, appropriation of space on school district property and facilities and sponsorship of supplemental educational material.

IV. ADVERTISING GUIDELINES

A. Publication

School publications, including publications such as programs and calendars, and district websites 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.

B. Facilities and Property

The school board may approve advertising in school district facilities or on school district property. Review and action of advertising in school district facilities or on school district property shall adhere to the following regulations:
1. The restrictions listed in IV A and IV C will apply.
2. The location for advertising shall be restricted to placement on athletic field fences and in gymnasiums, Activity Center and swimming pool around scoreboards and scoring tables. In no instance, shall 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.

3. The request for advertising shall state precisely where such advertising may be placed, the size of the advertising, amount of revenue generated and specific use of the revenue.

4. The advertising design shall compliment the overall design of the facility, be secondary to the display of district décor and furnishings and not distract from the promotion of the activity, educational program, school and school spirit. The advertising may use the school logo and name with permission.

5. The advertising shall take into consideration the use of space as a classroom, when applicable, and shall not distract from the educational purpose of the classrooms.

6. The revenue from the advertising must not adversely affect Title IX requirements or equity among programs. Factors considered will include but not be limited to comparability of uniforms, competition spaces and number of coaches, teams and events.

7. A committee consisting of the superintendent, activities director, building and grounds director and administrator of the facility or grounds shall review and take action on advertising. Advertising proposal may be referred to the School Board if the committee determines that additional policy direction is necessary.

8. A report will be made to the School Board annually on action taken by the committee.

C. Any advertisement may be rejected by the school district if determined to be inconsistent with the educational objective of the school district or inappropriate for inclusion in the publication. They may also be rejected if they could cause a disruption to the educational process. 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. Faculty advisors, activity sponsors, and head coaches are responsible for screening all such advertising for appropriateness, including compliance with the school district policy prohibiting sexual, racial, and religious harassment. Head coaches are responsible for informing sports booster clubs of the advertising guidelines and screening advertising for appropriateness and compliance with this policy including but not limited to advertising in printed programs and on websites. The appropriate administrator may be consulted.

D. Donations of $500 or more which include or carry advertisements must be approved by the school board.

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, or facilities for purpose of advertising or promotion if the purpose is determined to be educationally related and prior approval is obtained from the Superintendent. Advertising will be limited to the specific event or purpose approved by the Superintendent and must follow the guidelines of the policy. Yard signs may be allowed on school grounds to promote an event in school facilities for a period of time not to exceed one week.

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.

I. Advertisements on the District maintained website may not electronically linked to any outside site.

J. Any organization renting school facilities will be expected to follow this policy.

K. The district will not enter an agreement allowing exclusive advertising rights, or the sale of advertising rights, to one business or one individual.

IV. ACCOUNTING

Advertising revenues must be accounted for and reported in compliance with UFARS. An annual 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:
MSBA/MA SA Model Policy 421 (Gifts to Employees and School Board Members)
MSBA/MA SA Model Policy 702 (Accounting)