

**SCHOOL POLICIES
INDEPENDENT SCHOOL DISTRICT 16**

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SERIES	900	School/Community Relations
SUBJECT	905	Advertising
Adopted		August 28, 2001
Revised		June 8, 2004; September 12, 2017

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

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, obscene, pornographic or illegal materials. Advertisements 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. For example, advertisements may be rejected if determined to be false, misleading, or deceptive, or if they relate to an illegal activity, discriminatory or antisocial behavior.
- B. The school district may allow advertising in school district facilities or on school district property. The advertising must be limited to the specific area approved by the Superintendent or his/her designee. In no instance will an advertising device, such as a billboard, be erected or maintained on school district property or within 100 feet of a school that is visible to and primarily intended to advertise, inform or attract 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, logo, or images of school district property, or facilities for purposes of advertising or promotion if the purpose is determined to be educationally related and prior approval is obtained from the Superintendent or his/her designee. Advertising will be limited to the specific event or purpose approved by the Superintendent or his/her designee.
- 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.

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)