



Adopted: October 24, 2005

MSBA/MASA Model Policy 905

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Rev. 2015

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 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. GUIDELINES

- A. Donations which include or carry advertisements must be approved by the school board.
- B. 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.
- C. 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.
- D. 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.
- E. 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. ADVERTISING – DISTRICT PUBLICATIONS

- A. District and school publications, including publications such as yearbooks, activities programs and district calendars, may accept and publish paid advertising provided they receive advance approval from the superintendent or designee. District publications will not accept advertising or advertising images for:

1. alcohol, tobacco, drugs or drug paraphernalia;
2. weapons;
3. obscene, pornographic or illegal materials;
4. other educational institutions, schools or faith-based organizations, unless part of a district approved partnership
5. images or advertising that (a) conflict with district policy, mission or educational objectives of the school district; (b) the district believes to be inappropriate for inclusion in the specific district publication; (c) are false, misleading or deceptive, or (d) if they relate to an illegal activity or antisocial behavior.

The coach, advisor or sponsor of the district publication is responsible for screening all advertising for appropriateness, including compliance with the school district policies, prior to submission to the superintendent or designee for approval.

V. ADVERTISING – OTHER TYPES

- A. Requests to place advertising in district facilities or on district property must be made to the school board through the superintendent. Advertising in school district facilities or on school district property must be approved by the school board. Any approval will state precisely where such advertising may be placed, the advertising timeframe, and that the advertising must be lawful. The restrictions listed in Section IV.A. above also apply. Advertising will not be allowed outside the specific area approved by the school board.
- B. An advertising device will not 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

VI. ACCOUNTING

- A. Advertising revenue must be paid directly to the district. 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: Policy 413 (Harassment and Violence)
Policy 421 (Gifts to Employees)
Policy 511 (Student Fundraising)
Policy 702 (Accounting)