

ROSEVILLE AREA SCHOOLS
Independent School District No. 623

Policy 700 – Advertising

1.0 Purpose

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

2.0 General Statement of Policy

The school district's policy is that the name, facilities, staff, students, or any part of the school district will not be used for advertising or promoting the interests of a commercial or nonprofit agency or organization except as set forth below.

3.0 Definitions

3.1 Advertising is an oral, written or graphic paid communication for a consideration made by the producer, manufacturer, or seller of products, equipment or services which calls for the public's attention to arouse a desire to buy, use, or patronize the product, equipment, or services. This includes visible promotion of product logos for other than identification purposes. Brand names, trademarks, logos, or tags for product or service identification purposes are not considered advertising. Nothing in this policy is intended to limit announcements, information, or logos of school-related non-profit corporations, such as the PTSA, other parent teacher organizations or booster clubs.

3.2 Sponsorship is an agreement between the school district, an individual school, or an individual school-based activity or group and an individual group, company or community-based organization in which the individual group, company or community-based organization provides financial or resource support in exchange for recognition.

4.0 Guidelines

4.1 School publications, including publications such as programs and calendars, may accept and publish paid advertising providing they receive advance approval from the appropriate administrator. In no instance will publications accept advertising or advertising images for alcohol, tobacco, drugs, drug paraphernalia, weapons, or obscene, pornographic, or illegal materials. Advertisements may be rejected by the school district 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 deceptive, or if they relate to an illegal activity or antisocial behavior. The faculty advisor is responsible for screening all such advertising for

Policy 700 - Advertising

appropriateness, including compliance with the district policy prohibiting sexual, racial, and religious harassment.

- 4.2 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.
- 4.3 Contracts for computer 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.
- 4.4 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.

5.0 Responsibility

- 5.1 It is the responsibility of the superintendent or his/her designee to establish procedures for approval of advertising and sponsorships in the district.
- 5.2 All advertising or sponsorships will require a written agreement.
- 5.3 Funds generated from advertising and sponsorships shall be accounted for, handled, and reported in compliance with UFARS.
- 5.4 Periodic reports regarding the scope and amount of advertising and sponsorships within the district and any revenue generated will be presented to the school board.

Adopted: 10/28/08

Revised: 11/14/17