

716.00 DISTRICT ADVERTISING AND NAME OR LOGO USE

PURPOSE

The Board recognizes that the resources that the District may derive from advertising will benefit the District, its schools and students. The Board also recognizes that its name and logo are of value and wish to protect the District's reputation by monitoring the use of its name and logo.

DEFINITION

For the purposes of this Policy, "Advertising" refers to commercial messages which call the attention of the public to a message by or for an entity other than the District, placed in District facilities or publications, including electronic media.

Display of brand names or logos to acknowledge monetary or other support, including grants or gifts, provided to the District from another entity is not considered advertising and is permitted, so long as it otherwise complies with this Policy.

USE OF DISTRICT NAME AND/OR LOGO

1. No one shall employ by direct or indirect reference the name or logo of the school district (or any of the District's schools or programs) to endorse, sanction, or approve a commercial product or business enterprise, unless
 - A. There exists a current contract between the school district and the entity requesting such use and that the contract explicitly grants the entity permission to use the school district name or logo; or
 - B. The Superintendent or the Superintendent's designee grants permission for such use.
2. No one shall employ by direct or indirect reference the name or logo of the school district (or any of the District's schools or programs) to endorse, sanction, or approve a commercial product or business enterprise that in any way compromises the educational programs or reputation of the District.

GENERAL REQUIREMENTS

1. Advertising will not be approved for venues where it would be principally directed to students.
2. Advertising may be permitted in venues where it would also be directed to members of the public.
3. Advertising shall not be permitted if it involves substantial modification of school district facilities or property.
4. Advertising must not contain content that is libelous, is obscene, is discriminatory, is sexually explicit, references products that are illegal for use by minors, interferes with the rights of others, or materially and substantially disrupts the school.
5. Advertising to support district or school publications, including those produced or reproduced in electronic or digital media is permissible provided

it otherwise meets the standards contained in this Policy.

6. The District reserves the right to prohibit any advertising by any electronic means that links to any content that violates the standards in the Policy.

7. Advertising in the Saint Paul Public Schools must support the District's mission, be consistent with District Policies and Administrative Procedures, and must not in any way compromise the educational programs or reputation of the District.

8. Revenue or resources from advertising shall be distributed in an equitable way across the schools and programs of the District.

LEGAL REFERENCES:

MN Statute § 123B.025 (School Sponsorship and Advertising Revenue)

CROSS REFERENCES:

SPPS Policy 414.00 – Tobacco Free Environment

SPPS Policy 504.00 – Drug-Free Schools

SPPS Policy 533.00 – Wellness Policy

SPPS Policy 617.00 – Multicultural, Intercultural, Non-Racist, Non-Sex-Biased, Gender and Disability Fair Education

SPPS Policy 801.01 – Buildings and Grounds: Name Selection

SPPS Policy 706.00 – Grants and Gifts

SPPS Materials Distribution Guidelines (<http://www.spps.org/flyers.html>)