

Community Relations

Advertising

I. Purpose

This policy provides guidelines for the advertising or promotion of products or services to students and parents/guardians in the schools.

II. General Statement of Policy

The school district's name, facilities, employees, students, or any part of the district should not be used for advertising or promotion of the interests of a commercial or nonprofit organization except as stated in this policy.

III. Guidelines

- A. The school district may acknowledge a donation it has received from an organization by displaying a "donated by," "sponsored in part by," or a similar acknowledgment with the organization's name and/or symbol on the item.
- B. When prior written approval is obtained by the superintendent or designee, nonprofit organizations may be allowed to use the district's name, logo, students, or facilities for purposes of advertising or promotion if the purpose is determined to be aligned with the district's mission. Advertising will be limited to the specific event, purpose, timelines, the parameters of district brand guidelines, and placement approved by the district.
- C. The district will not enter into contracts for technology or services that require advertising to be disseminated to students unless done in accordance with state and federal law.
- D. The inclusion of advertisements in district publications, in district facilities, or on district property does not constitute approval or endorsement of any product, service, organization, or activity.

IV. Advertising – District Publications

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

1. alcohol, tobacco, drugs, or paraphernalia;
2. weapons;
3. obscene, pornographic, or illegal materials;
4. other educational institutions, schools, or faith-based organizations; or
5. images or advertising that the district believes
 - (a) are in conflict with district policy or its mission;
 - (b) inappropriate for inclusion in the specific district publication; or
 - (c) are false, misleading, or deceptive.

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

V. Advertising – Other Types

- A. Requests to place advertising in school district facilities or on district property must be made to the school board through the superintendent. The board has the discretion to approve the advertising request. If approved, any approval will state where the advertising may be placed, the advertising timeframe, and that the advertising must be lawful. The restrictions listed in Section IV.A., above, also apply.
- B. An advertising device will not be erected or maintained on district property or within 100 feet of a school that attracts occupants of motor vehicles or is visible to and primarily intended to advertise, inform, or attract occupants of motor vehicles.

IV. Accounting

Advertising revenue must be paid directly to the district. The revenues may be credited to the district department or other internal district organization that obtained the advertising but the department or internal district organization does not have direct receipt and control of the revenues. All advertising revenues must be accounted for and reported in compliance with UFARS legal requirements. A periodic report will be made to the school board by the superintendent regarding the scope and amount of any applicable 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 Prohibition, Students and Employees)

Policy 421 (Gifts to Employees and School Board Members)

Policy 629 (Student Fundraising)

Policy 703 (Accounting)

Policy 913 Partnerships - Parent Organizations and Booster Clubs

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INDEPENDENT SCHOOL DISTRICT NO. 273
Edina, Minnesota