

Adopted: 6-25-07

MSBA/MASA Model Policy 905

Orig. 1996

Revised: _____

Rev. 2003

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.

The board may accept funds, equipment or facilities from corporate sponsors at the board's discretion.

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. The faculty advisor is responsible for screening all such advertising for appropriateness, including compliance with the school district policy prohibiting sexual, racial, and religious harassment.
- B. The school board may approve advertising in school district facilities or on school district property. Specific advertising must be approved by the superintendent or designee.
- 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.
- E. 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 superintendent or designee. Advertising will be limited to the specific event or purpose approved.
- F. 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.

IV. ACCOUNTING

Advertising revenues must be accounted for and reported in compliance with district procedures. A periodic report shall be made to the school board by the superintendent or designee 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: MSBA/MASA Model Policy 421 (Gifts to Employees)
MSBA/MASA Model Policy 702 (Accounting)