

SCHOOL DISTRICT–COMMUNITY RELATIONS

Advertising Procedures

905.1

1. PURPOSE

- 1.1 These procedures provide guidance for the acceptance of advertising or promotion of products or services to school district students, parents, staff and the community in the schools.
- 1.2 All advertisements shall comply with Policy 905.

2. GUIDELINES

2.1 School Publications

- 2.1.1 School publications include, but are not limited to programs, yearbooks, calendars, websites, announcements or other communications distributed by the school district.
- 2.1.2 Advertisements may be accepted for publication only after advance written approval from the appropriate administrator or school district staff member.
 - 2.1.2.1 The faculty advisor or director is responsible for reviewing and approving advertisements in any publication that is sponsored by the activity supervised by the faculty advisor. For example, the yearbook advisor shall review and approve all advertisements for publication in the school yearbook. The activities director is responsible for approval of all advertisements for publication in programs related to extracurricular activities, etc.
 - 2.1.2.2 The building principal or appropriate administrator is responsible for reviewing and approving advertisements in any publication that is sponsored by a particular school building (i.e., school newsletters).
 - 2.1.2.3 The superintendent is responsible for reviewing and approving advertisements in any publication that is sponsored by the school district (i.e., school district website).
- 2.1.3 Written approval for all advertising shall contain the name of the advertiser, the location of the advertisement, the time period during which the advertisement will appear, the remuneration paid by the advertiser, the identity of the individual approving the advertisement and the date the advertisement is approved. A copy and/or description of the advertisement shall be attached to the form.
- 2.1.4 A copy of the written approval for advertising shall be provided to the superintendent and the advertiser.
- 2.1.5 If an advertisement is rejected, written notice shall be provided to the advertiser with the reason for rejection of the advertisement.

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2.2 School District Property

- 2.2.1 Advertisements on any school district property or facilities shall be reviewed and approved in writing by the superintendent. Written approval shall contain the name of the advertiser, the location of the advertisement, the time period during which the advertisement will appear, the remuneration paid by the advertiser, and the date the advertisement was approved. A copy and/or description of the advertisement shall be attached to the form.
- 2.2.2 Advertisements on any school district property or facilities may not be for a period of more than one year unless approved by the school board.
- 2.2.3 Where the anticipated cost of the advertisement on school district property or facilities exceeds \$ [REDACTED], the requested advertisement is permanent in nature or would involve physical changes to school district property or structures or is potentially controversial in nature, the request shall be submitted to the school board for review and approval.
- 2.2.4 If an advertisement is rejected, written notice shall be provided to the advertiser with the reason for rejection of the advertisement.

2.3 Promotional Activities

- 2.3.1 Profit and nonprofit entities and organizations may promote their products and/or services on school district property with prior written approval.
 - 2.3.1.1 The building principal or appropriate administrator shall approve all promotional activities that occur at the building site before, during or after the school day.
 - 2.3.1.2 The superintendent shall approve all promotional activities that relate to activities or events sponsored by the school district or activities sponsored by a school or the school district that do not occur on school district property.
- 2.3.2 Written approval for the promotional activity shall contain the name and contact information of the organization or entity sponsoring the promotion, the date, time and location of the promotion, the identity of all individuals who will be attending the promotion on behalf of the organization or entity, the remuneration paid by the organization or entity, the identity of the individual approving the promotion and the date of the approval for the advertisement. A description of the promotion shall be attached to the form.
- 2.3.3 If materials are to be distributed to students or staff during the promotion, those materials also must be approved in accordance with Policy 505 and/or Policy 904.
- 2.3.4 Individuals representing or appearing on behalf of the entity or organization must comply with Policy 903 (Visitors to School District Buildings and Sites).
- 2.3.5 A copy of the written approval for promotion shall be retained by the building principal or appropriate administrator.

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- 2.3.6 If a promotional activity is not permitted, written notice shall be provided to the advertiser/entity/organization with the reason for rejection of the promotion.

2.4 Computers

- 2.4.1 Contracts for computers or related services that require advertising to be distributed to students shall be approved by the school board at a public hearing. Contracts shall only be entered into upon a finding that the offered electronic product or service is an integral component of students' education.

- 2.4.2 Prior to using the advertisement, the school district will provide written notice to students' parents that advertising will be used in the classroom, media center, computer lab or other areas of learning and will inform parents whether data will be collected on students and how the data will be used. Parents may request in writing that:

- 2.4.2.1 their student not be exposed to the program that contains the advertising for the current school year; or

- 2.4.2.2 that any or all data relating to the student that is collected as a result of this contract not be disclosed.

- 2.4.3 The school district will honor a parent's request that their student not be exposed to the advertising program and/or that data relating to the student that is collected as a result of this contract not be disclosed. In addition, parents will be allowed to withdraw their request at any time.

- 2.3.4 Advertising that is generally available to the public viewing a particular site or application and is not directed specifically to students benefiting from a contact is not subject to this section.

2.5 Advertising on School Buses

- 2.5.1 Advertisements on school buses shall comply with Minnesota Statutes Section 123B.93.

3. ADVERTISING FEES

- 3.1 Fees shall be determined in accordance with the attached fee schedule.
- 3.2 Fees may be waived only with the advance written approval of the superintendent.

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4. APPEALS

- 4.1 Any entity or organization that disputes the denial of a request for advertising or promotion shall submit the appeal in writing to the superintendent. Where the dispute is a result of the denial of an advertisement or promotion by the superintendent, the appeal shall be submitted in writing to the school board.
- 4.2 The appeal must contain a copy of the application for the advertisement or promotion and a written statement as to why the entity or organization is disputing the denial of the advertisement or promotion along with a copy of the notice of denial.
- 4.3 An appeal must be made within 10 days of the date of the written notice of the denial of the request.
- 4.4 The decision of the school board is final.

Legal References: Minn. Stat. § 123B.025 (School Sponsorship and Advertising Revenue)
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)
Minn. Stat. § 211B.08 (Solicitation of Contributions Prohibited)

Cross References: Policy 505 (Distribution of Nonschool-Sponsored Materials on School Premises by Students and Employees)
Policy 702 (Accounting)
Policy 706 (Acceptance of Gifts)
Policy 902 (Use of School Facilities)
Policy 903 (Visitors to School District Buildings and Sites)
Policy 904 (Distribution of Materials on School District Property by Nonschool Personnel)
Policy 905 (Advertising)