

MINNETONKA SCHOOL DISTRICT

Policy #905: ADVERTISING

I. PURPOSE

The purpose of this policy is to provide guidelines for the advertising or promoting of products or services to students, parents in the school facilities and the general public.

II. GENERAL STATEMENT OF POLICY

It is the School Board'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.

III. ADVERTISING GUIDELINES

- A. School publications, including publications such as programs and calendars, as well as publications sponsored by booster organizations, may accept and publish paid advertising provided they receive advance approval from the appropriate administrator. In no instance shall publications accept advertising or advertising images for alcohol, tobacco, drugs, drug paraphernalia, weapons, or obscene, pornographic, illegal or other objectionable materials. Advertisers shall adhere to the parameters provided by the District, and advertisements may be rejected by the District if determined to be inconsistent with the educational objectives of the 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 respective faculty advisor is responsible for screening all such advertising for appropriateness, including compliance with the Board's policy prohibiting sexual, racial, and religious harassment. Nothing in these expectations intends to limit political advertising related to District political offices.
- B. The School Board, or designee, may approve advertising in District facilities or on District property. Any approval will state precisely where such advertising may be placed. The restrictions listed in Section A above will apply. Advertising will not be allowed outside the specific area approved by the Superintendent. Specific advertising must be approved by the Superintendent, or designee.
- C. The District has agreements with non-profit organizations that may use advertising in facilities they have helped construct, and those organizations may solicit advertising and display advertising only in the respective facility for which they have raised funds by following the guidelines in Section A without specific Superintendent approval.

- D. Donations which include or carry advertisements must be approved by the Superintendent, except for donations to organizations noted in Section E.
- E. 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. Examples include activity programs or yearbooks.
- F. Nonprofit entities and organizations may be allowed to use the 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. Advertising will be limited to the specific event or purpose approved by the Superintendent.
- G. Contracts for computers 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.
- H. The inclusion of advertisements in District publications, in District facilities, or on District property does not constitute approval and/or endorsement of any product, service, organization, or activity. Approved advertisements shall not imply or declare such approval or endorsement.

IV. ACCOUNTING

Advertising revenues must be paid directly to the District, unless the revenue comes from contracts with one of the approved organizations for paying for a facility in the District, regardless of how the advertisers come to be willing to pay for advertising on District property or in District publications. The revenues may be acknowledged (credited) to the District organization involved with securing the advertising but that organization cannot have direct receipt and control of the revenues, except for an approved organization paying for a facility in the District. The revenues shall be accounted for and reported in compliance with UFARS legal requirements. A periodic report shall be made to the 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)

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