

Adopted: May 22, 2006
Contact Person: Director of Athletics

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, and the community at school-related activities and within the school itself.

II. DEFINITION

Advertising is defined as the activity of attracting public attention to a product, service, or business, through paid announcements (written or verbal) in the print, broadcast, signage, or electronic media. Advertising pertains to the selling of ads in school communications, as well as the selling of banners or signs at district used facilities.

III. GENERAL STATEMENT OF POLICY

Administrators have the authority to approve paid advertising in or on programs, signage, or banners for the programs that they are administering provided all the conditions are met within the regulations.

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REGULATION 905 ADVERTISING POLICY

- A. Unless prior approval is given by school district administration, organizations, students or staff will not be allowed to solicit sales in order to advertise.
1. Site administrators are responsible for advertising located or distributed in or on district property.
 2. The District Athletic Director is responsible for Bloomington Stadium, city fields, and Bloomington Ice Gardens; as well as working through the school principal for any advertising on school property.
- B. School publications, including but not limited to publications such as programs and calendars, may accept and publish paid advertising provided they receive advance approval from the appropriate administrator. In no instance shall publications accept political advertisements, or advertising for alcohol, tobacco, drugs, drug paraphernalia, weapons, or pornographic or illegal materials. Advertisements may be rejected by the School District if determined to be inconsistent with the objectives of the School District or inappropriate for inclusion in the publication. The site administrator is responsible for screening all such advertising for appropriateness, including compliance with the School District policy prohibiting sexual, gender, racial, and religious harassment.
- C. The School Board must approve all advertisement in school district facilities or on School District property for capital investments, products, or services exceeding \$12,000.
- D. The Superintendent or designee will approve all other advertising not pertaining to part C above. Approval will state precisely where such advertising may be placed. The restrictions listed in part B above will apply. Advertising will not be allowed outside the specific area. The district will retain a copy of the advertisement and approve the location and duration of the advertisement.
- 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. Any entity or organization 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 advantageous to the district and prior written approval is obtained from the appropriate school administrator. Advertising will be limited to the specific event or purpose approved by the district administration. The approval will specify location and duration.

- G. 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, organization, or activity.
- H. The Superintendent or his designee has the authority to regulate this policy in accordance with the mission and strategic plan of District 271.

ACCOUNTING

Advertising revenues must be accounted for and reported in compliance with UFARS. The Superintendent regarding the scope and amount of such revenues shall make a periodic report to the School Board.

Legal References: Minn. Stat. 123B.93 (Advertising on School Buses)
Minn. Stat. 125B.022 (Contract for Computers or Related Equipment or Service)
Minn. Stat. 173.08 (Excluded Road Advertising Devices)

Cross References: District 271 Policy 706 (Gifts and Donation)