

**DISTRICT CODE: 905
ADVERTISING**

Policy reflects Minnesota statute and aligns with other District 270 policies.

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.

I. PRINCIPLES

The following principles shall guide the school district in review of requests for advertising:

- A. All activities must be consistent with the mission, beliefs, and ethical principles of the School District, with specific attention given to maintaining and supporting equity and innovation.
- B. Revenue received from advertising may be used for enhancements to the instructional and co-curricular program of the School District.
- C. Products and services that are advertised must be age appropriate.
- D. Advertising parameters in school facilities or on school busses or property will be directed by the School Board as they deem necessary.
- E. The Board will direct the administration to develop regulations regarding advertising on a periodic basis to ensure it does not negatively impact the instructional day of the student.
- F. Classrooms (teaching areas, including closed circuit TV) shall be free of advertising during the instructional day, unless specifically permitted by Board authorization or statute authority.
- G. Advertising shall be consistent with Minnesota State High School League Rules and federal and state law.
- H. The use of students to communicate announcements regarding, unless approved by the Superintendent or designee, is discouraged, especially for elementary age students.

II. GUIDELINES FOR ADVERTISING

- A. School publications, including publications such as programs and calendars, as well as other electronic media, may accept and publish paid advertising provided they receive advanced approval from the Superintendent or designee. In no instance shall the School District accept advertising that solicits the sale of or encourages the use of alcohol, tobacco, drugs, drug paraphernalia, weapons, or pornographic or illegal materials. Advertisements may be rejected by the superintendent or designee, if determined to be inconsistent with the educational objectives of the School District or inappropriate for inclusion in the publication. Advertisements that are lewd, obscene, vulgar, or contain sexual content or overtones deemed inappropriate for minors will be excluded. Advertisements for other materials deemed inappropriate or controversial in the school setting will be excluded. In order to maintain a position of neutrality on sensitive and controversial issues, which may cause tension or anxiety within competing groups in the schools or community, advertising on controversial issues will be excluded. Advertisement of a political nature will not be accepted. The Superintendent or designee is responsible for screening all such advertising for appropriateness, including compliance with the School District policy prohibiting discrimination and/or offensive behavior based on race, color, creed, religion, national origin, sex, sexual orientation, marital status, disability, age or status with regard to public assistance.
- B. The Superintendent or designee may approve advertising in school district facilities or on School District property. Any approval will state precisely where such advertising may be placed and the length of time it may be displayed. Advertising will not be allowed outside the specific areas designated by the School District.
- C. The specific advertisement, content, format, measurements, placement and display duration (if applicable) must be approved in final written form by the superintendent or designee.
- D. The advertising rate shall be established by the Superintendent or designee and shall be agreed to in writing prior to placement of advertising.
- E. Donations that include or carry advertisements must be approved by the Superintendent or designee School District.
- F. The School District or a school may acknowledge a donation that 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.
- G. Nonprofit entities and organizations that comply with the School District policies on non-discrimination 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 by the School District.

HOPKINS PUBLIC SCHOOLS POLICIES

- H. 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.
- I. 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.

III. ACCOUNTING

Advertising/fundraising revenues must be accounted for and reported in compliance with UFARS. An annual report shall be made to the School Board by the Superintendent regarding the scope and amount of the revenues.

Adopted: February 15, 2001

Revised: November 2004; March 29, 2007, April 23, 2015, May 21, 2019

Regulations begin on next page.

**DISTRICT CODE: 905 - REGULATIONS
ADVERTISING**

Building principals and/or program directors will be responsible for managing advertising within their school/program. Each principal/program director will:

- A. Review the terms of this policy and ensure that the advertisement activity meets the policy terms.
- B. Present the advertising activity to the superintendent or designee and seek approval.
- C. Determine, in conjunction with the superintendent or designee, if the advertisement requires School Board approval.
- D. Verify with the Business Services department that the financial arrangements comply with UFARS.

Legal References: Minn. Stat. 123B.93 (Advertising on School Buses)