

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

The school district's policy is 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, may accept and publish paid advertising provided they receive advance approval from the appropriate administrator. In no instance shall publications accept 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 faculty advisor or district/building administrator is responsible for screening all such advertising for appropriateness, including compliance with the school district policy prohibiting sexual, racial, and religious harassment.
- B. The district may approve advertising in school district facilities or on school 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 School Board. Specific advertising must be approved by the superintendent or designee. In no instance will an advertising device be erected or maintained within 100 feet of a school that is visible to and primarily intended to advertise and inform or to attract which does attract the attention of operators and occupants of motor vehicles.
- C. Donations which include or carry advertisements must be approved by the Communications and Community Relations Office.
- 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. Examples include activity programs or yearbooks. Donors may also be named in school-publications as sponsors of programs or equipment.



A World-Class Community of Learners

Fridley Public Schools is committed to creating a welcoming, respectful environment that provides an equitable and inclusive education for each student, staff and community member by ensuring that opportunities, access, and resources are aligned to support the growth and academic achievement of each student.

- E. Nonprofit entities and organizations may be allowed to use the school district name, logo, or facilities for purposes of advertising or promotion if the purpose is determined to be educationally related and advantageous for the district and prior approval is obtained from the Communications and Community Relations Office. Advertising will be limited to the specific event or purpose approved by the School Board. No students shall be required to participate in promotional or advertising activities.
- F. 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.
- 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. Approved advertisements will not imply or declare such approval or endorsement.

IV. ACCOUNTING

Advertising revenues must be accounted for and reported in compliance with UFARS and according to the accounting procedures of the district.

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 and School Board Members)

MSBA/MASA Model Policy 702 (Accounting)

SCHOOL BOARD ACTION:

Adopted as Policy 905 September 19, 2000

Revised June 18, 2002

Revised June 21, 2016

Revised January 17, 2017

Revised February 18, 2020