

ROSEVILLE AREA SCHOOLS  
Independent School District No. 623

Policy 700 – Advertising

1.0 Purpose

The purpose of this policy is to provide guidelines for advertising and sponsorships that promote products, or services to students, staff, parents, and the community at school-related activities, within school and district publications, and within the schools themselves.

2.0 General Statement of Policy

It is the School Board's policy that any advertising or promotion of or by a commercial or non-profit agency in the School District's buildings, publications or on its grounds, if any, shall occur as set forth below.

3.0 Definitions

3.1 Advertising is an oral, written or graphic communication for a consideration made by the producer, manufacturer, or seller of products, equipment or services which calls for the public's attention to arouse a desire to buy, use, or patronize the product, equipment, or services. This includes visible promotion of product logos for other than identification purposes. Brand names, trademarks, logos, or tags for product or service identification purposes are not considered advertising. Nothing in this Policy is intended to limit announcements, information, or logos of school-related non-profit corporations, such as the PTSA, other Parent Teacher organizations or booster clubs.

3.2 Sponsorship is an agreement between the school district, an individual school, or an individual school-based activity or group and an individual group, company or community-based organization in which the individual group, company or community-based organization provides financial or resource support in exchange for recognition.

4.0 Responsibility

4.1 It shall be the responsibility of the superintendent or his/her designee to ensure that all advertising and sponsorships adhere to the principles set forth in this policy.

4.2 The superintendent shall set up procedures for approval of advertising and sponsorships in the district.

4.3 Funds generated from advertising-and sponsorships shall be accounted for, handled, and reported in compliance with UFARS.

## Policy 700 - Advertising

- 4.4 All advertising or sponsorships will require a written agreement.
- 4.5 The school board shall receive annual reports regarding the scope and amount of advertising and sponsorships within the district and any revenue generated.

### 5.0 Principles

- 5.1 All advertising must be consistent with district and school curriculum and academic goals. All sponsored and donated materials are held to the same standard as defined in all applicable School District policies.
- 5.2 All advertising must be age-appropriate and consistent with district non-discrimination policies and the district equity vision.
- 5.3 Inclusion of advertising in school district publications, school district facilities, or on school district property does not constitute approval and/or endorsement of any product, service, organization, or activity.
- 5.4 The use of the School District's name or logo by a third party should not be allowed except with express written permission.
- 5.5 The School District prohibits advertising that promotes or contains these activities or images.
  - 5.5.1 Promotion of the use of drugs, alcohol, tobacco, weapons or drug paraphernalia
  - 5.5.2 Promotion of hostility, disorder, violence, illegal activity or antisocial behavior
  - 5.5.3 Obscenity, pornography, or illegal materials
  - 5.5.4 Discriminates against, objectifies, or stereotypes any person or group of persons because of race, color, creed, religion, national origin, gender, marital status, status with regard to public assistance, disability, sexual orientation, or familial status.
  - 5.5.5 Libel
  - 5.5.6 Promotion of any religion
  - 5.5.7 Materials that are false, misleading, or deceptive

## Policy 700 - Advertising

5.5.8 Inhibition of the learning environment or functioning of any school, district event, or facility

5.5.9 Any material deemed to be inappropriate and/or potentially disruptive to the school environment.

5.6 Advertisements that imply or declare an endorsement of the product or service by the school district are prohibited.

5.7 All donations that include or carry advertisements must be approved by the School Board.

### 6.0 Advertising of Computers or Related Equipment

6.1 The School Board may not enter into a contract or permit a school within the district to enter into a contract for the use of a computer or related equipment or service that requires advertising to be disseminated to students unless the School Board:

- (1) enters into the contract at a public hearing of the school board;
- (2) makes a finding that the offered electronic product or service is an integral component of students' education;
- (3) provides written notice to students' parents that advertising will be used in the classroom, media center, computer lab, or other areas of learning, whether data will be collected on students, and how that data will be used;
- (4) as part of normal, ongoing district communications with parents, allows parents to request in writing that (i) their student not be exposed to the program that contains the advertising for the current school year, or that (ii) any or all data relating to the student that is collected as a result of this contract is not disclosed;
- (5) honors parents' request, under clause (4), that their student not be exposed to the advertising program or that data relating to the student is not disclosed and allows parents to withdraw their request at any time.

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)

Adopted: 10/28/08