

## **PROCEDURE 905 SCHOOL/COMMUNITY RELATIONS – ADVERTISING AND PROMOTIONAL MESSAGES**

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- I. Any solicitation, advertising or allowance of promotional messaging through the schools by outside entities must be consistent with School Board Policies 104 – Mission Statement, 905 – Advertising, 923 – Use of Students for Distribution of Materials, 511 Student Fundraising, and this Policy 905.
- II. Definitions
  - A. Advertising refers to paid placement of commercial messages by a commercial or nonprofit agency or entity aimed at persuading audiences to purchase products or services or adopt a particular point of view. Advertising includes, but is not limited to text and images placed in district publications, appropriation of space on school district property and facilities and sponsorship of supplemental educational materials.
  - B. Promotional Messaging or promotional message means a statement, slogan or logo associated with a donor. The promotional message may appear in a student yearbook, athletic or artistic student program or other publication or be in the form of a plaque, affixed to a structure or equipment in acknowledgement of a gift or donation to a school or school sponsored activity. Promotional messages are allowed to acknowledge gifts including, but not limited to, monetary gifts, sponsorship of school programs, fundraising and incentive programs.
  - C. Promotional materials are materials provided by a commercial or nonprofit agency or entity that include a promotional message. Promotional materials may take the form of coupons, discounts, flyers or similar materials.
- III. Advertising or promotional messages in student newspapers, yearbooks, planners and programs for school-sponsored events.
  - A. Each site leader or designee may approve advertising or promotional messages in school sponsored publications such as but not limited to student newspapers; yearbooks; planners; programs for theater productions, concerts, athletic events or other school sponsored events subject to the Minnesota State High School League rules.
  - B. The site leader or designee will screen proposed advertising or promotional messages and issue written approval only if consistent with Policy 905.
- IV. Promotional materials for distribution to students.
  - A. Each building principal or site leader or designee may approve promotional materials for distribution to students by means of placement at designated pick-up locations in school district buildings or through postings in designated places within school district buildings.
  - B. The promotional materials must be consistent with school district policies and procedures.

- V. Advertising or promotional materials at school district events or on school district property.
  - A. Each building principal or site leader or designee may allow donations which have promotional messages at school district events on school district property under the following conditions.
    - 1. The person proposing the promotional message has obtained the prior written approval of the principal or site leader or designee.
    - 2. The content is consistent with the requirements of these Procedures.
    - 3. Any materials do not cause damage to school district property, or detract from the appearance of school district property. Any litter generated by a distributor of promotional materials must be removed by the distributor.
    - 4. Opportunities for advertising do not discriminate on the basis of gender or other protected class.
  - B. No advertising device or promotional material may be erected or maintained on school district property or within 100 feet of a school if it is visible to and primarily intended to advertise and inform or to attract or which does attract the attention of operators, and occupants of motor vehicles.
- VI. Advertisements to school district employees.
  - A. School district employees whose duties involve the purchase of goods or services for school district use will act in accordance with Policy 652 – Instructional Materials Selection and Production and Policy 654 – Instructional Materials Reevaluation.
  - B. Subject to the exception in section VI.(A), solicitations and contact with school district employees is not permitted during usual school or office hours.
  - C. Any promotional messages or advertisement of school district employees must be approved by the school building site leader prior to initiating contact with other employees. Organizations authorized to offer products to school district employees will be allowed to announce and schedule up to two meetings per year outside of the regular school day using school facilities.
  - D. School district resources will not be used to distribute advertising or promotional materials to school district employees.
  - E. Free teaching materials offered by commercial organizations and special interest groups may be accepted and used in the classroom. The materials should be of a type that teachers seek, not materials that are initiated for use by an outside agency to promote the interests of such agency. Inconspicuous messages or advertisements may be included.

Procedure Revised: 06/14/16  
Procedure Revised: 5/15/12  
Procedure 905 Adopted: 10/6/98  
(formerly Policy 1130)

Procedure Revised: 1/20/98  
Procedure Adopted: 11/18/86

***Legal References:***

M.S. 123B.93

M.S. 123B.022

M.S. 173.08

***Cross References:***

Policy 923 - Use of Students for Distribution of Materials

Policy 511 - Student Fundraising

Policy 652 - Instructional Materials Selection and Production

Policy 654 - Instructional Materials Reevaluation

School Board

INDEPENDENT SCHOOL DISTRICT 279

Maple Grove, Minnesota