

ADVERTISING POLICY GUIDELINES

I. ADVERTISING GUIDELINES

- A. School district communications (central office and/or buildings), including publications such as programs and calendars, may accept and publish paid advertising. In no instance shall advertising or advertising images for alcohol, tobacco, drugs, drug paraphernalia, weapons, or obscene, pornographic or illegal materials be accepted. Advertisements may be rejected by the school district if determined to be inconsistent with the educational objectives of the school district or inappropriate for inclusion in the communication. For example, advertisements may be rejected if determined to be false, misleading, or deceptive, or if they relate to an illegal activity or antisocial behavior. The Superintendent or designee is responsible for screening all advertising in district publications for adherence to these guidelines.
- B. The School Board or Superintendent may approve fixed or permanent advertising in school district facilities or on school district property. Any approval will state precisely where such advertising may be placed. Advertising will not be allowed outside the specific area approved by the School Board or Superintendent. Specific advertising must be approved by the site administrator and verified to be in compliance with Section A above.
- C. Temporary advertisement banners specific to an individual event that are in compliance with Section I. A. may be approved by the site administrator.
- D. The use of the school district's name or logo or school logo by a third party requires the express written permission by the Superintendent or designee.
- E. Donations, which include or carry advertisements, must be approved by the School Board or Superintendent.
- F. 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.
- G. Commercial and nonprofit entities and organizations 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 School Board, Superintendent or designee. Advertising will be limited to the specific event or purpose as approved by the School Board, Superintendent or designee.
- H. 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.
- I. No direct solicitations: Staff and students shall not be solicited during school hours by sales persons for the purpose of promoting and/or sale of any products unless it is determined by the Superintendent that it benefits the school system.

- J. The inclusion of advertisements in school district communications, in school district facilities, or on school district property does not constitute approval and/or endorsement of any product, service, organization, or activity. Approved advertisements will not imply or declare such approval or endorsement.

II. ACCOUNTING

Advertising revenues must be accounted for and reported in compliance with UFARS. A periodic report shall be made to the school board by the superintendent regarding the scope and amount of such revenues.

III. RELATIONSHIP TO OTHER DISTRICT POLICIES

This policy must also be administered in compliance with the District's Distribution of Materials On School District Property By Non-School Persons, Distribution of Non-School Sponsored Materials on School Property By Students and Employees, Use and Rental of Facilities Policy, Acceptable Use Policy, and Policy on Visitors.

Anoka-Hennepin District No. 11
Coon Rapids, MN 55433
Adopted June 14, 2010