

*Adopted:*  
*Revised*

6/3/75  
8/27/02; 6/17/2008, 4/17/12

*Saint Paul Public School Policy*

716.00

## **716.00            ADVERTISING IN THE SCHOOLS**

### **PURPOSE**

The Board recognizes that the resources that the District may derive from advertising will benefit the District, its schools and students.

Advertising in the Saint Paul Public Schools must support the District's mission, be consistent with District Policies and Administrative Procedures, and must not in any way compromise the educational programs or reputation of the District.

### **DEFINITION**

"Advertising" refers to commercial messages by or for an entity other than the District placed in District facilities or publications, including electronic media.

### **GENERAL REQUIREMENTS**

1. No one shall employ by direct or indirect reference the name of the school district to endorse a commercial product or business enterprise, without the permission of the Board.
2. Any advertising by electronic means, including Internet or Web sites, must not link directly to another site that contains advertising.
3. Display of brand names or logos to acknowledge monetary or other support, including grants or gifts, provided to the District from another entity is not considered advertising and is allowed including through electronic media, as long as it meets the standards specified above.
4. Advertising to support district or school publications, including those produced or reproduced in electronic or digital media, such as Web pages, is permissible provided the subject matter meets the standards specified above.
5. All other advertising must be approved by the Superintendent or designee based on the Guidelines below.

### **GUIDELINES FOR APPROVED ADVERTISING**

1. Advertising shall not be approved for venues where it would be principally directed to students.
2. Advertising may be allowed in venues where it would also be directed to members of the public.
3. Advertising shall not involve substantial modification of plant/facilities or property.
4. Revenue or resources from advertising shall be distributed in an equitable way across the schools and programs of the District.

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**LEGAL REFERENCES:**

MN Statute § 123B.025 (School Sponsorship and Advertising Revenue)

**CROSS REFERENCES:**

SPPS Policy 414.00 – Tobacco Free Environment  
SPPS Policy 504.00 – Drug-Free Schools  
SPPS Policy 533.00 – Wellness Policy  
SPPS Policy 617.00 – Multicultural, Inter-cultural, Non-Racist, Non-Sex-Biased, Gender and Disability Fair Education  
SPPS Policy 801.01 – Buildings and Grounds: Name Selection  
SPPS Policy 706.00 – Grants and Gifts  
SPPS Materials Distribution Guidelines (<http://www.spps.org/flyers.html>)