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a division of Independent School District 15 Community Education

Courier Publication Policies

Advertising Policy *November 2008, revised June 2014*

The Independent School District 15 School Board adopted Policy 705 on November 10, 2008. The district had been without a policy and guidelines governing the placement of advertising in any of the school district's publications from newsletters and calendars to *The Courier* and in-school advertisements. In addition guidelines were developed that dealt with the use of the school district's name, individual school names, and the official ISD 15 logo. The Minnesota School Board Association provided the district with a model advertising policy (listed below).

Adopted: MSBA/MASA Model Policy 905

Orig. 1996; Revised: Rev. 2003

905 ADVERTISING

[Note: School districts should carefully consider whether they wish to allow advertising in school district facilities or publications. Once advertisements are accepted, First Amendment Rights may limit the school district's ability to reject specific advertisements or to regulate the content of advertisements.]

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

It is the school district's policy 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 or advertising images for alcohol, tobacco, drugs, drug paraphernalia, weapons, or obscene, pornographic or illegal materials. 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 publication. 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 faculty advisor is responsible for screening all such advertising for appropriateness, including compliance with the school district policy prohibiting sexual, racial, and religious harassment.*
- B. The school board 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 on school district property or within 100 feet of a school that 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.

- C. Donations which include or carry advertisements must be approved by the school board.*
- 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.*
- E. 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. Advertising will be limited to the specific event or purpose approved by the school board.*
- 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, service, 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. A periodic report shall be made to the school board by the superintendent regarding the scope and amount of such revenues.

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)

MSBA/MASA Model Policy 702 (Accounting)

Advertising Deadline *July 2005, revised October 2010*

Ads are due to the graphic artist by the posted *Courier* deadline. If the advertiser reserves their space by the deadline, they can send advertising information to the graphic artist no later than Monday noon following the deadline. The only exception is if the advertising salesperson and the graphic artist communicate and are in agreement with each other on accepting late advertisements. Late ads are to be in no later than Wednesday morning following the deadline.

Publication of Benefits, Fundraisers *January 2007*

Any group can have a free listing to announce their event. Information printed is limited to no more than 75 words. If the individual/group wishes to publish more information, photos, graphics, etc., the group will need to purchase display advertising space. Final decision on publishing is made by the editor.

Color Copies *March 2008*

Current rates: 35¢ per color copy, 8.5 x 11 one side; 75¢ per color copy for 11 x 17 one side
Rates are subject to change.

Front Page Advertising *November 2005*

Full color ad to display on the bottom of page 1, 2" tall, 5 columns wide = \$300
Rates are subject to change.

Letters to the Editor *April 2007*

The published policy, both in print and online, reads as follows:

Be Timely

Visit www.the-courier.org for deadline information.

Include Contact Information

Include your full name, title (optional), city, and daytime phone number.
Unsigned letters or those submitted without a phone number will not be considered.

Be Clear & Concise

Make one main point in 200 words or less.

Be Accurate

Letters that are factually inaccurate are not printed.

Be Considerate

Only one letter per author every 60 days. Regular contributors should submit letters on varied subjects. Letters by the same author that reiterate opinions previously expressed may not be published. Writers must either live within Independent School District 15 or be writing about an issue specific to our coverage area.

Other

The Courier reserves the right to reject or edit any letter submitted.

Thank-you letters that relate to a public event, organization, or official are not considered letters to the editor. Contact the editor regarding submitting that information.

Viewpoints expressed in a letter to the editor do not necessarily reflect the viewpoints of Independent School District 15 or *The Courier* staff.

Letters may be emailed to kathleen.miller@isd15.org, delivered, mailed, or faxed.

New Advertisers *November 2004, revised October 2010, revised January 2011*

New advertisers will pay for their first three ads prior to publication to establish good credit. After that time and if their account remains in good standing, they will receive a monthly invoice. Prior to entering the sale of a new ad (creating a job ticket in the database), payment must be received. Upon receipt of payment, the ad information can be entered in the database and work on the ad can begin. At deadline, a list of the new advertisers for that month will be given to Courier staff by the salesperson. An existing business with new owners will be considered as a new advertiser.

Past Due Accounts *July 2005, revised October 2010*

The salesperson will monitor account balances and be responsible for collecting past due accounts. It is the salesperson's responsibility to contact the advertiser and work to bring the account in good standing. Once an advertiser has had a past due account, the advertiser will need to re-establish good credit by paying for the next three months of advertising prior to publication. Upon receipt of payment, the ad information can be entered in the database and work on the ad can begin.

The billing person will help monitor account balances and inform the Courier staff of any accounts past due each month. Accounts are in good standing if the balance is paid in full *or at least no later than sixty days* past due. A \$10 late fee will be added monthly to a balance that is 60 days or more past due. If payment is not made, the past due sales amount will be deducted from the next monthly total sales.

Political Ads *October 2005, revised October 2010*

All political ads must be paid in full prior to entering the ad the database. Upon receipt of payment, the ad information can be entered in the database and work on the ad can begin. The following must appear at the bottom of each political ad:

The following is a paid political advertisement by (candidate, address, city, state, zip). It does not necessarily represent the views of Independent School District 15 or the publishers of The Courier. ISD 15 and The Courier publishers make no guarantee to the truthfulness or accuracy of the statements made herein.

School Groups *April 2006*

The Courier will not charge ISD 15 school groups for display advertising (example: SFHS Drama). The rule of thumb is that if a group has its own account (example: booster clubs) and wants to place an ad, the group should purchase display advertising space. These typically are fundraising events. Exceptions to this include elementary school PTOs, APTs as they work to raise funds that are returned to the school 100 percent. There is no charge to groups hosting an event that is free and open to the public, but space will be determined by availability.