

# Murfreesboro City Schools ADMINISTRATIVE DIRECTIVE

<b>Administrative Directive Title:</b> <b>Procedures for Paid Advertising in School Publications</b>	<b>AD Number:</b> <b>1.806.1</b>	<b>Adopted:</b> November 2024
<b>Policy References:</b> <a href="#">Board Policy 1.806</a> – Advertising and Distribution of Materials in the Schools		<b>Revised:</b>

- 1 School publications may accept and publish paid advertising with the approval of the Director of  
 2 Schools. Any solicitation, advertising, or allowance of promotional messaging through a school  
 3 publication by outside entities shall be consistent with board policy and any corresponding  
 4 administrative procedures.
- 5 School publications including, but not limited to, school year books, school web site, school  
 6 newspapers, and event programs may accept and publish paid advertising; however, these  
 7 advertisements shall be age-appropriate and consistent with board policy. Advertisements will be  
 8 denied for publication if they contain any of the following:
- 9 1. Promotion of the sale, usage, or consumption of tobacco or alcohol;
  - 10 2. Negative representation or portrayal of public education;
  - 11 3. Endorsement or disavowment of any candidate for government office;
  - 12 4. Endorsement or disavowment of any issue in a government election;
  - 13 5. Messages that address labor issues;
  - 14 6. Negative effects on the learning experience and the overall well-being of a student;
  - 15 7. Information that is libelous, vulgar, obscene, racially offensive, or factually incorrect;
  - 16 8. Promotion of gambling or gambling venues;
  - 17 9. Sexual content or has sexual overtones;
  - 18 10. Promotion of illegal products for minors; or
  - 19 11. Conflict with any district standards or goals.
- 20 Any paid advertisements shall be covered by a written agreement which will reflect the amount  
 21 paid for the advertisement. The amount charged for a particular advertisement to run in a school  
 22 publication is as the discretion of the Director of Schools. The amount will vary due to the type  
 23 of school publication and the type of advertisement (i.e. size or color). The Director of Schools  
 24 shall deposit any proceeds attributable to paid advertising in the appropriate account per the  
 25 Tennessee Internal School Uniform Accounting Policy Manual.