



Book	2 - Administrative Policies and Regulations
Section	8000 School-Community Relations
Title	Distribution of Non-School Materials
Number	8520
Status	Active
Legal	<a href="#">118.13</a>
Cross References	<a href="#">3470 - Student Records</a> <a href="#">5220.7 - Staff Use of Information Technology and Communication Resources</a> <a href="#">8510 - Advertising/Sponsorships in Schools</a> <a href="#">Level 1 Distribution Form - District or School Sponsored Events and Programs</a> <a href="#">Level 2 Distribution Form - Non-Profit/Non-School Entity</a>
Last Revised	May 11, 2016
Last Reviewed	May 11, 2016

## School District of La Crosse Administrative Policies and Regulations

### 8520

#### **DISTRIBUTION OF NON-SCHOOL MATERIALS**

##### **PURPOSE**

The purpose of this policy is to provide for distribution of materials appropriate to the school setting by non-school entities on School District property in a reasonable time, place, and manner which does not disrupt the educational program nor interfere with the educational objectives of the School District. Permission for non-school entities to distribute materials on School District property is a privilege and not a right.

##### **GENERAL STATEMENT OF POLICY**

- Neither the staff, nor the children of the schools, school system, nor any part thereof shall distribute, advertise or otherwise promote the interests of any commercial, political, religious, or other non-school source.
- Advertising district or school sponsored events and programs is at the discretion of district and/or school administration.
- Teacher promoted, curriculum-related events or programs, i.e. a non-profit, non-school organizations, may be posted on a bulletin board, if approved by the building principal.
- Distribution requests from non-school sources must be approved by the building principal and Associate Superintendent of Instruction or his/her designee.
- Requests from non-school sources to donate curriculum-related materials for student use must have the approval of the Associate Superintendent of Instruction or his/her designee. This approval may be given only to materials which enrich and enhance the specific coursework within the approved curriculum of the School District of La Crosse.
- The District and its schools will not distribute or display communications of non-profit, non-school organizations that, in the judgment of the Associate Superintendent of Instruction would:
  - Cause the District to violate state or federal laws or its policies.
  - Promote illegal activity for minors.
  - Promote illegal discrimination on the basis of actual or perceived: sex, race, national origin, religion, color, ancestry, creed, socio-economic status, pregnancy, marital or parental status, sexual orientation gender identity, gender expression, gender nonconformity, physical, mental, emotional or learning disability, citizenship, political affiliation, genetic information, and/or any other factor prohibited by state or federal law.

- d. Contain words, symbols, or images that would be regarded as lewd, obscene, vulgar or plainly offensive if communicated by a student on school grounds.
  - e. Defame a person or organization.
  - f. Threaten serious disruption of a school, the educational process, or school-sponsored activity.
7. District policy prohibits discrimination on the basis of actual or perceived: sex, race, national origin, religion, color, ancestry, creed, socio-economic status, pregnancy, marital or parental status, sexual orientation gender identity, gender expression, gender nonconformity, physical, mental, emotional or learning disability, citizenship, political affiliation, genetic information, and/or any other factor prohibited by state or federal law.

## DEFINITION OF TERMS

- "District or school sponsored events and programs" is defined as those events or programs which originate within the typical curricular and co-curricular program, (i.e. a school play, debate team tryouts, student council elections, etc.) or result directly from a grant or contracted program agreement with the School District of La Crosse (i.e. YMCA Surround Care, Boys and Girls Club, La Crosse Park and Recreation, Parent/Teacher Organizations, etc.)
- "Distribution" means circulation or dissemination of materials by means of handing out free copies, selling or offering copies for sale, accepting donations for copies, posting or displaying materials, or placing materials in staff mailboxes.
- "Materials" includes all materials and objects intended by nonschool persons or nonschool organizations for distribution. Examples of nonschool-sponsored materials include, but are not limited to, leaflets, brochures, buttons, badges, flyers, petitions, posters, underground newspapers whether written by students, employees or others, and tangible objects.

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### DISTRIBUTION OF NON-SCHOOL MATERIALS- REGULATIONS

#### Level 1: Distribution of Materials for District or School Sponsored Events and Programs

Requests for distribution of materials for District and school-sponsored events or programs must be approved at the school site by the building principal or his/her designee.

Level 1 distribution of materials may be individualized through backpacks, folders, etc, at the discretion of the building principal.

#### Level 2: Distribution of Materials for Non-Profit, Non-School Sponsored Organizations

Requests for distribution of materials for events which are sponsored by non-profit, non-school organizations must be approved by the Associate Superintendent of Instruction. Approved programs or events must:

- a. align with, enhance or extend the District's academic curriculum, and
- b. be age appropriate.

District policy prohibits discrimination on the basis of actual or perceived: sex, race, national origin, religion, color, ancestry, creed, socio-economic status, pregnancy, marital or parental status, sexual orientation gender identity, gender expression, gender nonconformity, physical, mental, emotional or learning disability, citizenship, political affiliation, genetic information, and/or any other factor prohibited by state or federal law.

When an event flyer is approved, distribution of materials to schools will be from the Hogan Administrative Center. The sponsoring organization will be responsible for providing copies of the approved material, which will be forwarded to the building sites. A copy of the approved distribution form is to be included with these materials.

The sponsoring organization is required to add the following statement to approved materials: "This event, class, activity or matter is not sponsored or endorsed by the School District of La Crosse and is not printed at District expense".

Level 2 distribution of materials will be made available at a central location in the building as determined by the building principal. It is permissible to post the flyer in the building, but only in locations determined by the building principal. Level 2 materials will **not** be individualized through backpacks, folders, etc.

#### Level 3: For-Profit Organizations

Requests for distribution of materials for events which are sponsored by for-profit organizations will not be approved.

Current Related Policies:

8510 Advertising/Sponsorships in Schools  
5220.7 Staff Use of Information Technology and Communication Resources

3470 Student Records

Legal Reference: Wis. Stat. §118.13

Reviewed and revised by the Superintendent's Advisory Team: 05/11/16

Board of Education Informed: 05/13/16