



RIVER VALLEY SCHOOL DISTRICT

660 West Daley Street

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Spring Green, Wisconsin 53588

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Phone: 608-588-2551

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Distribution of Electronic and Printed Material

Information comes to the District from many sources with requests to distribute (club information, handouts, community events, etc.) The River Valley School District maintains the right to manage information that is disseminated or distributed to persons within the school district buildings or on school grounds. These procedures are established as guidelines for persons to follow to post information via the District.

Publications and/or notices not specifically covered by these rules shall be evaluated by the District Administrator. Until approval is confirmed, such material shall not be posted in district buildings, on district media, nor distributed on school property.

“Distribution” means circulating copies of non-school sponsored literature in the following ways:

- handing to others on school property or during school-sponsored events;
- posting on school property such as walls, bulletin boards, and District web-sites;
- placing upon desks, tables, on or in lockers;
- making available in Principal’s office; or
- engaging in any other manner of delivery of non-school sponsored literature to others while on school property or during school functions.

This policy prohibits the distribution of literature that:

- A. Is obscene, vulgar, or profane, or harms the reputation of others;
- B. Violates federal, state or local laws;
- C. Advocates the use or availability of tobacco, alcohol or illegal drugs;
- D. Incites violence;
- E. Interferes with or advocates interference the orderly operation of the schools and their programs;
- F. Primarily seeks to advertise for sale products or services; or
- G. Has fundraising as its primary purpose.

A. Information That Does Not Require Prior Approval Before Circulation and Distribution

Teachers and other school employees may distribute materials that are consistent with the approved curriculum or necessary for the effective management of the school.

B. Information That Requires Prior Review and Approval of the Building Principal

1. School event notices and calendars.
2. School event programs.
3. Notices of meetings by groups affiliated with and sanctioned by the school.
4. Newsletters and information bulletins written by administrators, or produced by student organizations working under the supervision of an appointed advisor.

5. Signs or posters designed to promote school events, generate school spirit, or acknowledge or promote student achievement.
6. Information posted for general use by school-related organizations that is made available electronically or by school announcements.
7. Contractual relations with vendors to merchandise products to students and staff for the purpose of facilitating group purchasing. Examples include class rings, yearbooks, photographs and other group purchase of products or services.

Following are examples of information that is not directly related to the mission of the school district, but which may be of general interest and value to students and/or staff, and which may be consistent with the philosophy and mission of the school district.

9. Notices of the Public Library and Public Health Officers.
10. Notices of local clubs, district affiliated clubs and PTOs. Equipment or materials containing advertising of a service or product may be approved if the educational value or savings to District taxpayers warrant such approval.

C. Information From Outside Organizations That Requires Prior Review and Approval of the District Administrator

Written requests for the distribution or posting from outside organizations or non-school-related information shall be submitted to the District Administrator. The District Administrator shall determine if the information should be distributed or posted based upon the following criteria:

1. The community program/activity must serve K-12 public school-age children;
2. The community program/activity does not violate the law;
3. The requester is an organization working with school/district to raise funds during a specific activity/event for students that directly benefits the school/district in its work with students;

D. Information That is Prohibited for Outside Organizations

1. For profit advertising except as provided for herein.
2. Material that is devoted solely to the sale, advertising, solicitation or promotion of commercial products or services for a profit making business.
3. Notices and/or publications relating to school board and/or other election of candidates, election issues and/or any other election related matters that advocate a particular position. This section does not prohibit notices that encourage the exercise of the civic right and responsibility to vote. Such notices are permitted under Section B.4.
4. Religious related notices or publications that actively promote the point of view of a religion.
5. Materials that promote organizations that are in competition with the school district.
6. Materials that negatively affects the fiscal condition of the District and/or places any financial or other limitations on the District.
7. Materials that in any way violate the policies of the River Valley School District with respect to protected groups (e.g. discrimination) or prohibited practices (e.g. harassment).
8. Materials which promote an illegal activity or event such as those involving the use of alcohol, tobacco or other drugs. This does not prohibit advertising in official school publications from establishments whose business is not primarily dependent upon the sale of alcohol or tobacco products (e.g., restaurants, bowling alleys, grocery stores).
9. Materials promoting or advertising non-district fund raising activities, or direct solicitations by non-school organizations. This section does not prohibit solicitations by organizations in behalf of good civic causes such as Red Cross Bloodmobile, and victims of weather or other tragedies. Such notices are permitted under Section B.4. (school-related organizations) or Section B.10. (local organizations).

E. Procedures For Submitting Materials Requesting to be Distributed for Outside Organizations

Any person or organization wishing to distribute material on school property must first submit for approval a copy of the material to the District Administrator or Building Principal seven (7) day(s) in advance of desired distribution, together with the following information:

1. Name of the person or organization.
2. Date(s) and time(s) of day of intended distribution.

F. DISCLAIMER

The following statement must be on all information:

“This organization, program or activity is not affiliated with the River Valley School District nor is it a school-sponsored activity. This communication does not automatically imply District approval, support or endorsement of the information contained within this document, program or activity.”

If the administration determines the material is inconsistent with the educational objectives of the school district, inappropriate, or inconsistent with the guidelines set forth in this policy, the request shall be denied.

If the request is approved, the person or group shall provide all materials and resources needed for the posting or distribution. No district funds, equipment or supplies shall be used.

Materials from outside organizations will be disseminated online weekly by district personnel. Information should be sent to building principals as a PDF with the “DISCLAIMER” language above included. The information will be posted for two weeks.

APPROVED: August 12, 2021