

## MIDDLETON-CROSS PLAINS AREA SCHOOL DISTRICT

### Administrative Policy and Procedure Manual

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#### DISTRIBUTION OF NON-SCHOOL-SPONSORED MATERIALS THROUGH THE SCHOOLS

##### Policy

The Middleton-Cross Plains Area School District offers non-profit organizations the opportunity to provide students and parents information about activities that fit with the District's mission, vision, beliefs and ends. Information regarding community activities/programs that are for public school-age students will be sent home with students if (1) the information meets the criteria set forth below; (2) the person requesting to send the information home through the schools follows the procedure for the distribution of the material; and (3) the distribution does not interfere with classroom instruction.

Requests for the distribution of non-school-sponsored materials by non-profit organizations shall be submitted to the Office of Community Relations who shall determine if the information should be distributed based upon the following criteria:

- a. The program/activity must serve K-12 public school-age children.
- b. The program/activity does not violate the law.
- c. The program/activity must not be: (1) materially and substantially disruptive to the school, (2) vulgar, or (3) harmful to students. This determination will be made by the Community Relations Specialist, Superintendent or Assistant Superintendent for Educational Services.
- d. The materials requested to be distributed are not being provided for the purpose of recruiting current Middleton-Cross Plains Area School District students to attend a non-MCPASD school/educational program/activity that occurs during regular school hours during the school year.
- e. The program/activity does not include, for example, any activity, product or service that is generally open to the public at large as an income-generating or for-profit business activity and that is generally not specific to public school-age students, including those being offered at special rates or discounts to attract school-age customers/consumers and their families (e.g., restaurants, hotels, entertainment venues, etc.)

Organizations are required to include a disclaimer on all printed material, i.e., flyers, brochures, and promotional materials. One of two versions should be used:

Disclaimer #1 is to be printed on or stapled to any materials that are distributed by organizations, businesses, etc. outside of the school district.

*This is not a school-sponsored activity and the Middleton-Cross Plains Area School District does not provide support or endorsement of this program/activity. It has neither reviewed nor approved the program, personnel, or activities announced in this brochure/flyer. Permission to distribute this material must not be considered a recommendation or endorsement by the school district.*

Disclaimer #2 is to be printed on or stapled to any materials that are distributed by organizations identified as supporting students and families of the District, such as PTA/O's, Middleton Recreation Department, and Booster Clubs.

*This activity is organized and solely sponsored by a recognized parent or community organization in support of the Middleton Cross-Plains Area School District and not by the school district itself. It is recognized that the intent of the activity is to ultimately support students and families served by the Middleton-Cross Plains Area School District. Permission to distribute this material has been given by the district.*

### **Procedure**

Information (flyers, brochures, etc.) from non-profit outside organizations is allowed to be distributed to students only after approval from the Office of Community Relations. Flyers may be posted in buildings as well, with the same approval. The following procedures should be used:

1. The requesting non-profit organization contacts the Office of Community Relations and completes the Distribution Request form and submits it with a copy of the material to be distributed to the Office. If an electronic copy is unavailable, a copy may be mailed or faxed to the Office. Fax: 836-1536 Mail: 7106 South Ave., Middleton, WI 53562 Efforts will be made to create an electronic copy for distribution.
2. The appropriate Middleton-Cross Plains Area School District disclaimer must be included on each piece.
3. Approvals may be given by the Community Relations Specialist, Superintendent, or Assistant Superintendent for Educational Services.
4. The Community Relations Specialist will keep a copy of the material being distributed on file and inform the requesting organization of such approval.
5. Electronic distribution: The informational piece will be emailed once to District families via the weekly eNews newsletter usually sent each Tuesday. A print copy may be posted in each school building.
6. Print distribution:
  - Elementary Schools: Copies may be sent home with elementary students in accordance with the individual school/teacher distribution schedule. The appropriate number of copies with the District disclaimer will be provided to each school. Copies should be separated into bundles of 25.
  - Middle and High Schools: If email (electronic copy) is not possible, one copy will be posted at each school building. Requesting organization may make additional copies (10) available at each building for families to pick up. Copies will not be sent or mailed home with each student, unless extenuating circumstances are warranted and approved as described above.
7. District staff are not to distribute material without the completed approval/notification process.
8. Requestors should allow extensive lead time to meet the deadline. This material must be received a minimum of five business days prior to guarantee electronic distribution.

LEGAL REF.: Sections 118.12 Wisconsin Statutes  
120.12(2)

CROSS REF.: 810, School and Community Partnerships  
820, Public Information and Community Relations Program  
851, Advertising/Promotions in the Schools  
881.1, Relations with Booster/Parent Organizations

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