

POLICY 1520  
DISTRIBUTION OF MARKETING MATERIALS TO STUDENTS

Any individual or organization wishing to notify students of upcoming events is subject to this policy.

Distribution of marketing materials shall be classified as either internal requests or external requests. Upon approval from the superintendent or his/her designee, distribution of marketing materials may take place via the following:

- District website
- School websites
- Channel 20
- Social media sites (KUSD-sponsored events only)
- Elementary folders

In all cases, notification of the following is not permitted:

1. Material that is primarily of a commercial nature, including material that primarily seeks to advertise products or services of outside businesses
2. Material that is insulting or violates the rights of others, including material that is libelous, invades the privacy of others, infringes on a copyright or is in any way prohibited by state or federal law
3. Material that is socially inappropriate or inappropriate due to the maturity level of the students, including material that is obscene, pornographic, lewd, vulgar, indecent or insulting to any group or individual
4. Material that may incite a person/people to commit illegal acts or violate school board policy
5. Material that is likely to cause substantial disruption or interferes with the orderly operation and discipline of the district, school or school activities

LEGAL REF.: Wisconsin Statutes

Section 118.12(1)

[Promotions in the schools]

120.12(2)

[Board duty; supervision over the schools]

CROSS REF.:

1410, Free Materials

1510, Advertising/Promotions

AFFIRMED: February 25, 2003

REVISED: March 25, 2003

December 19, 2006

September 28, 2010

June 25, 2013

September 22, 2015

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The superintendent or his/her designee is responsible for reviewing and approving all materials that will be distributed widely to students.

I. INTERNAL REQUESTS

Distribution of marketing materials must be done in accordance with adopted policies, rules and procedures. Internal requests may be approved if the following are true:

- The materials are an extension of the school's curriculum
- The event is educationally beneficial to students
- The materials provide information about the school's operations, programs or events

II. EXTERNAL REQUESTS

Distribution of materials must be done in accordance with adopted policies, rules and procedures. Distribution shall not be construed as an endorsement or approval of the materials by the district. Recognizing the primary mission of the district is to meet the educational needs of its students, the district reserves the right to deny requests. No student may be required, coerced or harassed to accept the materials. Requests may be approved if ALL of the following are true:

- The event is free
- The event is educationally beneficial to students
- The event is age-appropriate for students at the discretion of the superintendent or his/her designee
- The material contains the disclaimer, "This material and/or activity is not sponsored by KUSD or its personnel." This must be located on the front of the material in 12-point font or larger
- Materials are submitted for review one month prior to the event
- Distribution guidelines provided upon approval are followed
- The individual or organization seeking approval provides and delivers all printed copies for distribution

Distribution requests that are denied may be considered for placement on the Events for Youth webpage of [kUSD.edu](http://kUSD.edu) if:

- The event is educationally beneficial to students (academic/athletic considered)
- The material contains the disclaimer, "This material and/or activity is not sponsored by KUSD or its personnel." This must be located on the front of the material in 12-point font or larger
- Materials are submitted for review one month prior to the event

The superintendent and his/her designee reserves the right to deny requests based on the guidelines above and the best interest of students/families of KUSD.