

821.3 - SCHOOL PUBLICATIONS

School district publications (District Mirror, Signal, etc.) shall be used by the Administration and Staff as a means of communication for school related business and activities.

A request from a business, civic, or community group to publish a notice or article about an event that may benefit district students (i.e. summer athletic activities, events with proceeds going to the student programs) or community interests may be allowed on a space availability basis with final determination to be made by the District Administrator.

Advertising, product or business logos, or solicitation on behalf of an organization or business shall be subject to the principles established in Board Policy and Procedures.

Criteria:

- Requests Must Include the Disclaimer: **This is not an Auburndale School District sponsored activity and the opinions expressed are not necessarily those of the School District or its personnel.**
- Requests must originate from a nonprofit community organization and must display the name of the sponsoring organization
- Programs/activities/events serve PreK-12 school-age children
- Programs/activities/events do not violate laws, ordinances, or District policies and procedures
- Flyers do not contain advertising or promote a product or service that is generally open to the public as an income generating or for-profit business activity, 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.)
- Programs/activities/events do not recruit Auburndale School District students to attend a non-Auburndale School District program/activity/event during regular school hours during the school year
- Flyers do not request information from students and families (e.g., Surveys and questionnaires)
- Flyers do not promote or oppose political candidates, memberships, or issues
- Flyers do not contain language that is obscene, lewd, vulgar, libelous or that is intimidating, demeaning, harassing, threatening on the basis of gender, race, religion, national origin, ancestry, creed, pregnancy, marital or parental status, sexual orientation, or physical, mental, emotional, or learning disability
- The District will not be held liable for incorrect information appearing on flyers
- The District reserves the right to discontinue or attract flyers
- Organizations wishing to post an e-flyer must submit their contact information and e-flyer in pdf format to the Auburndale District office

Legal Reference: Section 118.12 Wisconsin Statutes

Cross Reference: Policy 851 (Advertising and Promotion)

Adopted: September 24, 2008

Revised: July 17, 2013, February 15, 2017

POSTED: 7/19/2013