

Administrative Regulation

Distribution of Materials to Students by Outside Agencies

The district believes that it is in the interest of the community to facilitate in the dissemination of materials to and through students when it is in the interest of pupils and parents.

The district uses an electronic flyer distribution system, which reduces staff time, saves money, embraces technology, and supports our goal of making environmentally-responsible decisions.

It is necessary for the appropriate school district authorities to approve all messages, announcements, and materials distributed to and through students by organizations and groups not connected with the school.

The purpose of this regulation is to insulate students from inappropriate material and prevent the commercial exploitation of students via advertising and promotion unrelated to the district or its educational purpose

The following procedures will be used in granting approval for the distribution of materials to and through students:

- A. Only non-commercial tax-exempt, non-profit organizations which work for the welfare of children may use the schools for dissemination of materials and information. Such organizations include, but are not limited to, the Boys & Girls Club, the Scouts, YMCA, YWCA, Little League, Pony League, AYSO, and governmental agencies including city recreation departments.
- B. Organizations may not use the schools for the purpose of announcing money-raising events.
- C. The PTSA and PTO, as organizations closely connected to the operations of the school, are not governed by these regulations but shall be subject to the authority of the school principal.
- D. All materials must be approved by the designee of the superintendent, and a sample of the actual materials to be distributed shall be made available prior to approval or dissemination. The name, address, and telephone number of the director, leader, or other persons responsible for preparation and distribution of the materials shall be included with the sample copy.
- E. Materials may not be distributed to the schools via the district's electronic delivery service subsequent to approval. This method standardizes and simplifies the operation and provides a means of ensuring that materials are approved.

- F. Principals may not distribute materials from outside organizations through the schools without prior approval except for materials from the PTSA or PTO representing the school as mentioned in item C.
- G. Standards of acceptance for materials distributed to the schools follow:
1. All materials shall have a heading or other obvious identifying information which gives the name and address of the sponsoring organization.
 2. All materials shall have correct spelling, grammar, and punctuation.
 3. Hand-drawn pictures, lettering, or other reproductions shall be neat and legible.
 4. Acceptable materials shall not discriminate or reflect adversely upon any person on the basis of actual or perceived ancestry, age, color, disability, gender, gender identity, gender expression, nationality, race or ethnicity, religion, sex, sexual orientation, parental, pregnancy, family, or marital status or association with a person or a group with one or more of these actual or perceived characteristics.
 5. School personnel may not be used to receive replies to forms, questionnaires, or surveys.
 6. Acceptable materials shall not contain any statement which is inimical to the welfare of children or opposed to the educational goals of the district.
 7. Materials containing commercial representations either by name, trademark, logo, or other symbol are prohibited.

Ref: EC Sections 35020, 35172, 51510-51511

Approved: January 19, 1970

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