

**Lower Merion School District**

**ADMINISTRATIVE REGULATIONS**

Policy No.: 920  
Section: COMMUNITY  
Title: DISTRIBUTION OF PROMOTIONAL INFORMATION  
Date Last Revised: 3/6/2020; 5/1/09; 6/16/03; 3/6/20

**920R DISTRIBUTION OF PROMOTIONAL INFORMATION**

1. Procedures for Obtaining Approval for School-Sponsored Dissemination of Promotional Literature/Materials<sup>1</sup>

Any individual or organization desiring to disseminate literature or materials through school sponsored channels must submit a request in writing to the Director of School and Community Relations, for their approval prior to distribution.

The request must include:

- a) A written draft of the information that the individual or organization would like to send; and,
- b) A description of the purpose for the dissemination.

Distribution of information by individual students is governed by LMSD Board Policy and Administrative Regulation 235 (Student Rights and Responsibilities).

2. Criteria for Linkage to District Website

Only websites developed and maintained by School Related Organizations of Parents/Guardians or Staff for groups covered by the accompanying Board Policy may be linked to the District's website.

All requests for linkage to the District website must be approved by the District's Director of School and Community Relations and comply with the following:

- A. No FERPA- protected student information, except for directory information may appear on the linked website. No directory information of students who have individually or

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<sup>1</sup> "School-sponsored dissemination of literature/materials" means dissemination of information in printed or electronic form by:

- A. the District,
- B. an School Related Organization of Parents and Professional Personnel,
- C. a community group with District approval, or
- D. a group whose right to disseminate information through District communication media is established by federal or state law

through any District communication medium, including but not limited to interschool mail, bulletin boards, District produced cable television, the District website, LMSD-net or transmissions through students to their homes.

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through their parents/guardians opted out of the non-consensual disclosure of directory information may appear on the linked website, without the prior permission from the parents/guardians or eligible student.

- B. Employee’s names, District e-mail addresses and phone extensions may be included in lists of names. No other employee information or images may be used in the linked website unless posted by the individual employee, unless prior written permission has been given by the individual and provided to the District, upon request.
- C. The District may permit photographs or videos of an individual student or group of students to appear on a linked website, provided that the District has complied with and honored any and all FERPA obligations with respect to the disclosure of student records.
- D. No commercial advertising of any type shall be posted on the linked website, unless affirmatively permitted by Board Policy.

3. Access to District-Sponsored Cable Television

- A. Whenever any individual or organization desires access to District-sponsored cable television:
  - 1. The individual or organization must make written application for permission at least 14 working days before the proposed activity is to occur.
  - 2. School-Related Parent/Guardian Organizations shall submit requests directly to the District’s Director of School and Community Relations.
  - 3. The District’s Director of School and Community Relations or designee will review each application individually and will determine whether to grant access to broadcast the desired communication, based upon the criteria established in the accompanying Board Policy, in addition to the following factors:
    - a. The nature and intended purpose of the access sought in relation to the District’s philosophy of education as described in the District Strategic Plan and Policy 901;
    - b. The nature and purpose of the individual or organization seeking access to the cable television in relation to the District’s philosophy of education as described in the District Strategic Plan and Policy 901; and
    - c. The degree to which the proposed activity conflicts with existing or scheduled school broadcasts.

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4. The District reserves the right to limit access to individuals or organizations that use the public access channel an excessive amount of time, as determined by the District's Director of School and Community Relations.

4. Appeals

Decisions on distribution of promotional literature or access to District media may be appealed to the Superintendent pursuant to established District complaint procedures. (See Policy and Administrative Regulation 906)

5. Orientation for Home & School Associations

- A. The District will provide orientation regarding this Administrative Regulation and the accompanying Board Policy to all Home & School Association leaders.
- B. Orientation will generally occur annually, and as soon as possible after the Home & School Associations select their leaders for the school year.

