Guidelines & Approval Process for Electronic Flyer Distribution

As part of our efforts to focus resources on education while embracing innovative technology, maintaining fiscal responsibility, and reducing the environmental impact of our activities, San Angelo ISD has moved from paper to digital flyer delivery. Approved electronic flyers will be distributed to parents/staff through email and posted on school websites via Peachjar, an online digital flyer communication tool. Organizations or companies wanting to share flyers with SAISD staff or students should read the flyer guidelines below and request approval through the Peachjar online form. All requests for flyer distribution by outside community organizations must first be approved by the SAISD Communications Department.

The District <u>will</u> consider the approval and distribution of:
- Flyers from organizations/companies with programs directly benefiting students and/or support the basic educational mission of San Angelo ISD.
- Flyers that promote an educational experience for students or parents, a healthy use of leisure time, and/or a special enrichment activity.
- Flyers or coupons offering a complimentary product or service (with no conditions of purchase) as part of an incentive or academic reward for students.

The District <u>will</u> <u>not</u> approve the distribution of flyers if:
- The materials are obscene, vulgar, or otherwise inappropriate for the age and maturity of the audience.
- The materials position the district on any side of a controversial issue.
- The materials endorse actions endangering the health or safety of students.
- The materials promote the use or sale of materials or services that are illegal or inconsistent with school objectives, including, but not limited to materials or advertisements for tobacco, alcohol, illegal drugs or other controlled substances, and movies or products unsuitable for children.
- The distribution of such materials would violate the intellectual property rights, privacy rights, or other rights of another person.
- The materials contain defamatory statements about public figures or others.
- The materials advocate imminent lawless or disruptive action and are likely to incite or produce such action.
- The materials discriminate against, attack or denigrate any group on account of gender, race, age, color, religion, ancestry, national origin, disability or other unlawful consideration.
- There is reasonable cause to believe that distribution of the non-school literature would result in material and substantial interference with school activities or the rights of others.
- Flyers containing graphics or verbiage that is controversial or obscene in nature.
- Materials for projects, activities, or programs that would publicize or promote a particular political party, political organization, or political viewpoint.

To request flyer approval:
- Visit www.peachjar.com.
- Register as a Program Provider (Account Type).
- Upload flyer for approval (in PDF format).
- District staff will review the material and approve or deny based on the above guidelines.

Please Note: Flyer approval does not constitute endorsement of any organization, program, product, service or event. Approval simply means the material has been reviewed and meets the district's guidelines for electronic distribution. SAISD reserves the right to rescind approval to any organization or person if a complaint is received, or if the organization is found to be in violation of district guidelines. SAISD reserves the right to terminate any flyer posting that conflicts with district policy or state law.