

## COMMUNITY RELATIONS

### Procedure for Distribution of Materials

The Kennewick School District supports an environmentally friendly digital-only materials distribution process for nonprofit organizations that reduces waste, saves district staff time, and eliminates paper costs by using an e-flyer service to distribute materials to parents and guardians.

The dissemination of such materials is solely to provide parents with information on activities outside the school district that may be of interest to their children. It does not reflect the district's endorsement or sponsorship of the activity.

The District will publish its approval process for the posting of e-flyers on its website, and the superintendent's designee will be responsible for approving e-flyers.

In order to be considered for posting, the flyer must:

- Have social, recreational, and/or educational value to students
- Be sponsored by a verifiable non-profit organization located in Benton or Franklin counties.
- Be screened for the appropriateness of its content
- Prominently display contact information and other important information, such as date, time, location, details, sponsoring organization, and registration link
- Be consistent with the District's goals and policies
- Contain the statement: This activity is not sponsored or endorsed by the Kennewick School District (automatically applied by the e-flyer system)

All materials and activities must be consistent with Kennewick School District policies and federal and state law. Materials or promotions are prohibited by the District if they:

- Promote commercial enterprises
- Proselytize or disparage any religion or religious beliefs
- Advocate or promote the violation of existing laws, regulations or ordinances, or official school policy, rules or regulations
- Contain language that is intimidating, demeaning, harassing or threatening on the basis of race, religion, color, national origin or ancestry, sex, gender identity, sexual orientation, age, disability, marital or veteran status, including, but not limited to, racial, sexual or ethnic slurs
- Are libelous
- Promote or oppose any political candidate or ballot proposition
- Are obscene, lewd or vulgar
- Inhibit the functioning of any school or district program

Individual schools and school-related partner organizations (PTO, Boosters, DECA, etc.) may distribute school-related flyers via the e-flyer system and/or provide hard copies to parents/guardians.

7/2013

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09-25-2018 Updated