

# KHC-R

## REGULATION

### **DISTRIBUTION / POSTING OF PROMOTIONAL MATERIALS**

#### **(And Display)**

A sample of the proposed promotional material must be sent to the Legal Department through its online Flyer Requests link, located on the District website. The name, address and telephone number of the organization and desired date of distribution must be included with the submission. The sample must prominently display the contact name and telephone number of the organization and the District disclaimer (below). Any registration form must also prominently display the mailing address of the organization. Size limitation shall be one sheet of paper, no larger than eight and one-half by eleven inch (8 1/2" x 11") inches, and may be printed on both sides.

The District and its schools shall not display or distribute material that would promote a program, activity or event that would conflict with students' enrollment or attendance in the District's schools, including the District's Community Schools and Community Schools' vendors. Those flyer submissions deemed to be in competition will be denied, regardless of the type of organization.

#### **Disclaimer**

The following disclaimer must *prominently* appear on all flyers:

*The Scottsdale Unified School District neither endorses nor sponsors the organization or activity represented in this material. The distribution or display of this material is provided as a community service.*

#### **Maintenance of Online Postings**

Flyers located in the Flyer Backpack on the District website shall be maintained online for the duration of the current school year, to be purged on or about June 30 each year. Hard copies maintained in school offices will be purged periodically, at the discretion of the principal or the principal's designee.

## **Guidelines for Display of Promotional Materials**

To promote the fair display of promotional materials without creating an excessive burden on the District and its staff, the District and school-related organizations will adhere to the following guidelines:

- All organizations will review these guidelines and, if necessary, discuss with the District's Legal Department or, in the case of parent organizations, discuss with the school principal, the application of the guidelines to contemplated promotional materials before the school-related organization produces its promotional materials. As a general rule, the District requires *at least one (1) week* to process requests to distribute such materials. The District and its schools may restrict display to specific times or dates, or to postpone display due to shortage of available staff or other District or school priorities. All organizations assume the risk that the schools will not display time-sensitive materials on or before the desired date.
- Organizations are encouraged to display versions of materials in the languages spoken by the families of students who attend the school.
- Organizations are encouraged to offer scholarships or subsidized fees to low income families if fees are required for participation of students or their parents/guardians.
- The Legal Department will post all approved materials on the District website.
- Display will occur by placing the materials in a location designated by the District or its schools.
- The District and schools will not mail materials to parents/guardians. All school-related organizations must obtain the Principal's approval to display materials to students or to their parents/guardians on school grounds. No organization may directly distribute materials on school grounds.

## **Dispute Resolution**

The administration of the District and its schools shall apply this policy in good faith and in a non-discriminatory manner. If the District refuses to display materials because the materials are deemed to be nonconforming, the organization submitting the materials will be given an opportunity to make necessary revisions and/or deletions and resubmit the materials for approval. An organization that believes that this policy has been applied improperly may request a meeting with the Superintendent or the Superintendent's designee to review the matter. The Superintendent or the Superintendent's designee shall determine, in his or her sole judgment, whether material submitted for distribution or display is a conforming communication and whether this policy, including the guidelines, have been applied properly.