



SHERMAN
INDEPENDENT SCHOOL DISTRICT

Flyer Distribution Guidelines

The Sherman Independent School District, under policy GKDA (LEGAL) will consider requests to distribute all non-school literature and/or information intended for multiple recipients on District premises. The Sherman ISD Communications Department is responsible for reviewing and approving flyers and printed materials for distribution to students, staff and families.

Sherman ISD generally approves the distribution of:

- Flyers that promote an educational experience for students or parents, a healthy use of leisure time and/or a special enrichment activity not duplicated by a Sherman ISD program, or a discounted service to students or staff provided by a district Partner in Education.
- Information targeted to staff that announces job-related activities and instructional opportunities related to the Sherman ISD curriculum.
- Flyers or coupons offering a complimentary product or service (with no conditions of purchase) as part of an incentive or academic reward for students.

Sherman ISD generally does not approve the distribution of:

- The materials promote illegal use of drugs, alcohol, tobacco or other controlled substances.
- Flyers for events deemed not suitable for children.
- Flyers that endorse actions endangering the health or safety of students or staff.
- Flyers that are reasonably foreseeable to be disruptive, libelous, obscene, inflammatory, sexually or otherwise inappropriate for the age or maturity of the audience.
- Materials that are hate literature or similar publications that scurrilously attack ethnic, religious, or racial groups or contain content aimed at creating hostility and violence, and the materials would materially and substantially interfere with school activities or the rights of others.
- Flyers or materials that would publicize or promote a political organization or viewpoint.
- Fundraising flyers for outside organizations.
- Flyers that do not conform to district policy concerning distribution of non-school literature ([Policy GKDA\(Legal\)](#))

Additional guidelines:

- All flyers distributed in Sherman ISD must include the following disclaimer printed at the bottom: **"Approval of distribution of these materials is in no way an endorsement of such services, activities, and/or products by the Sherman Independent School District."** The disclaimer must be printed on the flyer.
- Flyers will only be distributed electronically through the Peachjar system. No flyers or advertisements from outside organizations will be sent home with students, shared on social media, placed in staff boxes, sent to employees via e-mail or disseminated via any other means unless approved in advance by the SISD Communications Department.
- Please allow up to ten (10) working days for flyer approval. **Flyers will not be approved until two weeks after the start date of school or during the last three weeks of school.** Flyers will be approved year round.
- If at any time it is determined that flyers or materials presented for approval contained false information or did not accurately represent the intent of the program, approval of future flyers by the requestor may be jeopardized.
- Since public school policies are subject to change due to legislative action and other outside influences, Sherman ISD reserves the right to terminate any flyer postings that conflict with district policy or legislation.

To request flyer approval:

- Visit www.peachjar.com or www.ShermanISD.net and search Peachjar.
- Register as a Community Organization (Account Type).
- Upload flyer for approval.
- District staff will review the material and approve or deny based on the standards above and in Board Policy.

For non-profits & free activities:

- At the district's discretion and in accordance with other SISD policies and guidelines, the Communications Department will share flyers via Peachjar at no charge on behalf of nonprofit organizations. Please contact Julie Kerr at jkerr@shermanisd.net.
- Peachjar's service fee will be waived to local community organizations promoting a free event or activity that does not ask participants to join a fee-based program, purchase products, services or food and beverages. Community free flyer distribution is limited to one posting per organization every 30 days. To share your community free flyer, contact Julie Kerr at jkerr@shermanisd.net.

Questions should be directed to the Communications Department or by e-mail at jkerr@shermanisd.net.