

## Cleveland Heights – University Heights City School District Flier Guidelines

|                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Who May Submit</b>      | <ul style="list-style-type: none"> <li>- Non-profit organizations, city/county offices, government entities, community clubs and organizations informing District students, parents/guardians and staff of cultural, educational, or recreational activities sponsored by the organization. The organization's non-profit letter (IRS 501C) is required.</li> <li>- Commercial organizations that the District deems its partners (at the sole discretion of the Communications Department).</li> </ul>                                                                                                            |
| <b>Appropriate Content</b> | <ul style="list-style-type: none"> <li>- The flier <b>must be educational (cognitive physical, social-emotional,) and enriching in nature</b>, supporting the educational mission of Cleveland Heights-University Heights City Schools and/or benefiting the population of Cleveland Heights-University Heights City Schools District in a positive manner.</li> </ul>                                                                                                                                                                                                                                             |
| <b>How to Submit</b>       | <ul style="list-style-type: none"> <li>- Fliers must be emailed to Chayla Barnes, Communications Department Administrative Assistant, at <a href="mailto:ch_barnes@chuh.org">ch_barnes@chuh.org</a> in PDF format or submitted in person at the Board of Education. Fliers must be neat, complete and readable.</li> </ul>                                                                                                                                                                                                                                                                                         |
| <b>Restrictions</b>        | <p>No flier may contain anything that:</p> <ul style="list-style-type: none"> <li>- attacks or promotes hostility or violence</li> <li>- promotes any religious or political belief</li> <li>- is obscene or profane</li> <li>- libels</li> <li>- interferes with others' rights</li> <li>- jeopardizes or directly competes with any District program</li> <li>- promotes childcare/services outside of the direct purview of the District</li> <li>- is purely commercial advertising for for-profit organizations</li> <li>- is intended for anyone other than staff, students, or parents/guardians</li> </ul> |
| <b>Website</b>             | <ul style="list-style-type: none"> <li>- If the flier is significant to the District as a whole, the flier may be promoted as a news story on the District website <b>at the sole discretion of the Communications Department</b>.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                      |
| <b>E-Newsletter</b>        | <ul style="list-style-type: none"> <li>- If the flier is significant to any multi-group population within the District, the flier may be included in the weekly District enewsletter. If a flier is specific to one school, the flier may be included in that school's monthly enewsletter.</li> </ul>                                                                                                                                                                                                                                                                                                             |
| <b>Facebook</b>            | <ul style="list-style-type: none"> <li>- If the flier is significant to any District group, it may be posted on the District Facebook page.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Paper Distribution</b>  | <ul style="list-style-type: none"> <li>- The PDF flier must be approved and stamped by Chayla Barnes for distribution. The stamped copy must be presented to school secretaries.</li> <li>- It is the responsibility of the organization requesting distribution of the flier to make printed copies.</li> <li>- It is the responsibility of the organization to go to <a href="http://www.chuh.org">www.chuh.org</a> or call the schools for student enrollment figures.</li> </ul>                                                                                                                               |
| <b>Disclaimers</b>         | <ul style="list-style-type: none"> <li>- The Communications Department reserves the right to <b>NOT approve</b> any flier that is questionable and/or falls into a gray area, as the Department sees fit. Guidelines are subject to change at any time.</li> <li>- Flier approval may take approximately 2 weeks. It is a good idea to <b>EMAIL</b> a reminder.</li> </ul>                                                                                                                                                                                                                                         |