



Advertising and promotional materials may be distributed to parents by the district's electronic process upon approval by the Superintendent. The Superintendent, or his/her designee, may approve such distribution provided that:

1. The materials relate to school, community, and local recreational or civic activities.
2. The materials do not relate to any religious belief or activity.
3. The materials do not promote private or commercial gain or profit.
4. The materials do not promote any political position, party, or candidate.

The following guidelines should be followed for distribution:

1. All notices and memos developed within any of the schools may be distributed with prior approval of the building administrator(s).
2. All notices and memos developed by parent groups directly affiliated with any of the schools may be distributed with prior approval of the Superintendent.
3. All other agencies, including but not limited to, non-commercial, non-profit, charitable, or civic groups, must electronically submit any and all materials for distribution to the Superintendent for review. Materials will be evaluated with the following criteria in mind:
  - a. Appearance, including format and acceptable grammatical style.
  - b. Educational, recreational, and/or cultural value to students and parents of the activity being advertised.
  - c. Conformity of material with established Board of Education policies.
  - d. Requests for fund raising events will be evaluated in terms of the benefits for the school(s).
4. Requests should be submitted at least two weeks prior to the desired week of distribution. Agencies requesting distribution of materials will be notified of the disposition of their request.

Policy adopted: September 23, 1991

Policy revised: April 2001

Policy revised: March 18, 2019