



DISTRIBUTION / POSTING OF PROMOTIONAL MATERIALS

Non-school promotional literature is that material not under the control of the school which is on or in a variety of mediums. Without exhaustion this may include but is not limited to pictures, flyers, items with a visual or printed message, electronic representations, and other visual and auditory representations.

Non-school promotional literature soliciting for or promoting participation in commercial offerings, politics or religion will not be allowed on school property during school sessions. Excepted from the category of commercial offerings are approved equipment, naming conventions and legal advertisement that provide financial benefit to the educational program as determined by the Board.

Nonprofit organizations providing activities and instruction for school age students in the areas of instruction listed below shall be permitted limited display or posting of promotional literature for those activities within the guidelines indicated. Authorization shall be premised upon an electronic assurance at least two (2) weeks prior to the instruction/ activity that the organization will:

- Agree that any charges for the instruction/activities will be based on and not exceed the cost of providing the instruction/activities;
- Not use fighting words, obscenities, defamatory speech or encourage disruption of the educational environment;
- Not reference or be related to political figures, candidates, ballot measures, elections, or political or controversial social issues. Materials that refer to, or advocate for or against, a religious affiliation, figure, or event shall not be authorized. Materials that refer to or advocate for or against public policy issues shall not be authorized;
- Not provide representations or visuals that are inappropriate as described in The Children's Internet Protection Act;
- Label all material with the name of the organization;

- Cover all costs associated with displaying/posting of promotional material;
- Display the name, address and telephone number of the local representative for the organization prominently on the promotional material;
- Have an authorized representative of the organization consent electronically to comply with the District's policies and procedures; and
- Not utilize District or school names, logos, mascots, or official colors unless authorized in writing by the Superintendent or designee. The District's affiliated organizations may utilize school names, logos, mascots, or official colors with prior approval.

Areas of instruction and practice for which promotional literature is permitted to be displayed:

- Language arts
- Literature
- Mathematics
- Science
- Social Studies
- Music
- Visual Arts
- Health
- Physical Education
- Foreign or Native American Language (includes modern and classical)
- Career and Technical (vocational) Education

Manner of Displaying/Posting

The manner of communication shall be through digital upload and posting on the e-flyer website, and parent e-flyer e-mails. Display/posting or stacking of physical non-school promotional materials is prohibited in any school location.

Flyer Application Process

Nonprofit organizations will create an online account to establish their nonprofit eligibility in order to display/post flyers. Once an organization is approved, the nonprofit organization will complete an online application form and upload PDF document/flyer(s) for approval for each

flyer they wish to display/post. A staff designee will approve flyers which meet the guidelines outlined in this policy for display/posting on the e-flyer website and parent e-mails.

Parents will be able to opt-out of e-mails containing flyers.

All flyers must include the following disclaimer:

"The Alhambra Elementary School District neither endorses nor sponsors the organization or activity represented in this material. The display of this material is provided as a community service."

The administration of the Alhambra Elementary School District shall apply this policy in good faith and in a non-discriminatory manner, but always in the best interests of the District's students, good order, and the District's education mission, as determined by the Superintendent or the Superintendent's designee, without appeal. If the District refuses to distribute or display material because it is deemed to be nonconforming, the outside organization will be given an opportunity to make necessary revisions and/or deletions and resubmit the material for approval.

An organization that believes that this policy has been applied improperly may request review by the Superintendent or the Superintendent's designee. The Superintendent or the Superintendent's designee shall determine, in his or her sole judgment, whether material submitted for distribution or display is conforming promotional material and whether this policy, including the guidelines, have been applied properly. The decision of the Superintendent or the Superintendent's designee is final.

Adopted: February 21, 2019

LEGAL REF.:

A.R.S.

[15-110](#)

20 U.S.C. 9134, The Children's Internet Protection Act

47 U.S.C. 254, Communications Act of 1934 (The Children's Internet Protection Act)

CROSS REF.:

[KD](#) - Public Information and Communications