

## KHC-R

### REGULATION

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

### **Definitions**

For the purpose of Governing Board Policy KHC and this accompanying regulation:

*Materials* may include but is not limited to written material in the form of pictures, notices, announcements, flyers, newsletters, bulletins, brochures, frequently asked questions (FAQs), monographs, items with a visual or printed message, electronic representations, and other visual and auditory representations.

*Promotional material* means written material that is intended solely to notify students and their parents of the opportunity to participate in a youth-related program, activity or event that aims to improve the health, education or welfare of students.

### **Procedures**

Organizations are encouraged to review these guidelines and, if necessary, discuss with the District office administration or the school principal, the application of the guidelines to contemplated promotional materials before the organization produces its materials. The organization should also review the lead-time necessary to review and approve. As a general rule, the District requires at least one (1) week to process requests for submission to the flyer approval management system.

The promotional literature shall be provided to the District office at the same time as the assurance form to evidence compliance.

Authorization shall be premised upon a written assurance and confirming material received by the District office referencing 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 (Nonprofit);
- Not use fighting words, obscenities, defamatory speech or encourage disruption of the educational environment;
- 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;
- Display the name, address and telephone number of the local representative for the organization prominently on the promotional material;

- Promotional material that includes a registration form must prominently display the mailing address of the organization so that the parent/guardian will mail the form directly to the organization; and
- Have an authorized representative of the organization sign the written assurances.

Promotional materials must contain the following disclaimer, prominently displayed or affixed to the material:

***"The Cave Creek 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."***

### **Manner of Automated eflyer Distribution**

The manner of communication elected by each school shall be either:

- Posted electronically to the District website through Peachjar which is an automated email distribution of flyer
- Display of a representative item (posting on a bulletin board like structure); or
- Stacking flyers or representative materials on a flat surface located in an area on the school campus generally accessible to students. Display/posting or stacking will be on a space-available basis.

From a list of signed and dated assurance forms maintained by the District office, the administration shall determine the items to be granted permission for electronic posting, posting/displaying or stacking during a prescribed time period, limited to the available space designated for such purposes.

Materials permitted for display/posting or stacking must be electronically sent to the District office for approval and posting to the web or by hard copy delivered to the school office after District office approval by a person properly authorized to represent the entity providing the materials. The material shall not be larger than a standard eight and one-half by eleven inch (8 1/2" x 11") sheet of paper. Where stacking of materials for pick up is permitted, the quantity of materials stacked at the designated location shall not exceed one hundred (100) copies at any given time.

The District and schools will not mail promotional material to parents/guardians. Outside organizations are not authorized to directly distribute promotional materials to students or to their parents/guardians on school grounds.

The email correspondence will be available to their provided email address.

Any challenge to a denial to distribute/post promotional materials shall utilize a simplified Alternative Dispute Resolution process as referenced in A.R.S. [15-110\(G\)](#), Rights of students at public educational institutions; limitations; definition, which stipulates that a student or a student's parent shall not initiate legal action to enforce this section unless the student or the student's parent has done the following:

- The student or the student's parent shall submit a complaint in writing with the specific facts of the alleged violation to the principal of the school. The principal shall investigate the complaint and respond in writing, including a description of any action taken to resolve the complaint, within fifteen (15) days of receiving the written complaint.
- If the complaint is not resolved, the written complaint specifying the facts of the alleged violation may be submitted by the parent or student to the Superintendent or designated administrator, who shall investigate the complaint and respond in writing, including a description of any action taken to resolve the complaint, within twenty-five (25) days of receiving the written complaint.

School District legal counsel shall be consulted at any time there is a substantive question or dilemma resulting from a request related to Policy KHC and this regulation. Challenges originating from a source alleging viewpoint-based denial of authorization shall be referred immediately.