

	REGULATION TITLE: Guidelines for Distribution/Display of Promotional Materials
	CODE: KHC-R

Guidelines for Distribution or Display of Promotional Materials

In order that promotional materials of outside organizations are distributed or displayed fairly and without creating an excessive burden on the District and its staff, the District and organizations will adhere to the following guidelines:

- Outside Organizations are encouraged to review these guidelines and their application and, if necessary, discuss with the Director of School Community Services prior to the organization producing its materials. The organization should also review with the Director of School Community Services the lead-time necessary for each school to review and distribute the promotional materials.
- As a general rule, TUSD does not distribute or display any promotional material related to K-12 Schools other than TUSD.
- 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.
- Outside organizations that wish to distribute promotional material at one school or several schools must send a sample of the promotional material to the Director of School Community Services. The name, address and telephone number of the organization and desired date of distribution must accompany the sample of the promotional material. Upon approval of the promotional material for distribution, the principal or Director of School Community Services will advise the organization of the quantities needed for distribution and information regarding bundling and delivery of the promotional materials to the schools.
- Outside organizations are responsible for the cost of printing and bundling all communications.
- The District and its schools may restrict distribution of promotional materials of organizations to specific times of the school year or to postpone distribution of such materials. Organizations assume the risk that schools will not distribute time-sensitive promotional material on or before a desired date.

- Materials permitted for display/posting or stacking must be delivered to the approving school office 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.
- Promotional material must prominently display a telephone number for the outside organization so that parents or guardians who wish additional information can obtain information directly from the organization. Likewise, 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.
- The District and its schools will not distribute or display communications of outside organizations that, in the judgment of the Director of School Community Services would:
 - Cause the District to violate State or Federal laws.
 - Promote illegal discrimination on the basis of gender, race, sexual orientation, religion, national origin or ethnicity, or disability.
 - Promote illegal activity for minors.
 - Contain words, symbols or images that would be regarded as lewd, obscene, vulgar or plainly offensive if communicated by a student on school grounds.
 - Defame a person or organization.
 - Threaten serious disruption of a school, the educational process, or school-sponsored activity.
- As required by federal law, the District will not deny an outside organization the opportunity to distribute or display promotional material because the offered program, activity or event will be provided from a religious, philosophical or political perspective.
- Promotional materials must contain the following disclaimer, prominently displayed or affixed to the material:

The Tucson 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.

- Organizations are encouraged to distribute or display versions of promotional materials in the languages spoken by the families of students who attend the school.
- Organizations are encouraged to offer scholarships or subsidized fees to low income families if fees are required for participation of students or their parents/guardians.

Manner of display/posting or stacking

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

- display of a representative item (posting on a bulletin board like structure); or
- stacking flyers or representative materials on a flat surface.

The material shall be located in an area on the school campus generally accessible to students and parents/guardians. Display/posting or stacking will be on a space-available basis.

The school administrator shall determine the items to be granted permission for posting/displaying or stacking during a prescribed time period, limited to the available space designated for such purposes.

The nonprofit organization should review with the Director of School Community Services the lead-time necessary for each school to review and distribute the promotional materials.

Outside organizations are not authorized to directly distribute promotional materials to students or to their parents/guardians nor can the school directly distribute the outside organization's promotional materials to students or to their parents/guardians.

Times and places for display/posting or stacking.

Display/posting or stacking of non-school promotional materials is prohibited in any school location except the designated area or surface for such materials. Materials shall be removed on a date certain not more than one (1) month after it has been posted/stacked or five (5) days after the activity begins, whichever is earlier.

The display/posting and/or stacking location shall be available every day without regard to weather, to students who are in attendance.

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