

 GOVERNING BOARD POLICY	POLICY TITLE: Distribution / Display Of Promotional Materials From Outside Organizations
	POLICY CODE: KHC
	LEAD DEPARTMENT: School Community Services

As a community service, the Governing Board authorizes its schools to distribute or display promotional material of an outside organization 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.

The Governing Board prohibits the distribution or display of any promotional material related to K-12 schools (i.e. private, charter) other than TUSD.

Definitions

For the purpose of this policy,

Promotional materia 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. Promotional materials may take the form of notices, announcements, brochures and flyers.

Outside organizatio means any non-profit or tax-exempt organization other than school-related organizations as defined in District Policy KHB.

Guidelines for Distribution or Display of Promotional Materials

So 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.
- * Display of promotional material will occur by placing the materials in a location designated by the District or its schools for students and parents/guardians to obtain such materials.

- * 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.
- * Promotional material shall be confined to one sheet of paper no larger than 8½ by 11 inches, unless the Director of School Community Services determines that the size or length of the promotional material will not create an unreasonable distribution burden.
- * 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:
 - o Cause the District to violate state or federal laws.
 - o Promote illegal discrimination on the basis of gender, race, sexual orientation, religion, national origin or ethnicity, or disability.
 - o Promote illegal activity for minors.
 - o Contain words, symbols or images that would be regarded as lewd, obscene, vulgar or plainly offensive if communicated by a student on school grounds.
 - o Defame a person or organization.
 - o 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.

Dispute Resolution

The District shall apply this policy in good faith and in a non-discriminatory manner. 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 a meeting with the Superintendent or designee to review the matter. The Superintendent or designee shall determine, in his or her sole judgment, whether material submitted for distribution or display conforms to this policy.

Limited Public Forum

Tucson Unified School District operates its schools as limited public forums. This policy is intended to create a limited public forum for the distribution or display of promotional materials of outside organizations, subject to the terms and conditions set forth in this policy and any regulations adopted by the Superintendent to implement this policy. The Governing Board may redefine or close the limited public forum at any time.

Regulations

The Superintendent may adopt regulations as necessary to implement this policy.

Adopted: 8/3/2004

Revision:

Review:

Cross Ref:

KHB – Distribution/Display of Communications of School-Related Organizations; KHD – Business Solicitations to Employees; EJC – Electronic Mail

Replaces TUSD Policy # 1250 Use of Students For Distribution of Materials