

## ADVERTISING MATERIALS AND ANNOUNCEMENTS PROCEDURE

The purpose of this procedure is to provide guidelines for the approval and distribution of advertising materials and/or announcements sent home predominantly with students in the elementary grades, K-5.

1. School related notices sent to parents will be given the highest priority and may necessitate that non-school related flyers be withheld at any given time. The District reserves the right to limit the number of flyers in a given week. Information from outside groups can be sent home, starting with the fourth week of school.
2. Information from not-for-profit organizations will be considered for distribution as long as the main focus is on services or activities for children. A not-for-profit group must be able to furnish Internal Revenue Service nonprofit documentation if requested by the Superintendent's office. Also, the Superintendent may request additional information concerning the governance structure and/or mission of the organization. Such information is requested solely for the purpose of confirming that the organization is within the coverage of this procedure and regulations.
3. All information from groups or organizations outside of the school must be submitted in advance to the Superintendent's office for prior approval. Requests must be submitted at least ten days in advance of the suggested distribution date. It is strongly recommended that photocopying not occur until approval from the Superintendent's office is received in case changes are necessary.
4. Other than PTO entities, Board of Education approved booster clubs and District approved extracurricular activities, which must be prominently titled; all flyers must include the following statement in a box format:

***This flyer is being distributed by the Indian River Central School District as a community service to students and parents for information purposes only. This program is not affiliated with nor endorsed in any way by the Indian River Central School District.***

5. Upon approval by the Superintendent, the responsibility of photocopying must be assumed by the organization or group requesting distribution. Packets must be separated in groups of 25 and delivered to each elementary school's main office.
6. The intent of requesting to distribute any flyer as part of backpack mail is for notification purposes only. Information shall be limited to the date, time, place, program description, etc. No promotional incentives (e.g. free tickets to an amusement park, admission to a sporting event if accompanied by a paid adult admission, etc.) may be included either as

part of or as an attachment to an informational flyer. Similarly, no policy or statement presenting a viewpoint or which takes a position on an issue will be permitted.

7. These guidelines apply to K-5 building primarily. Requests for flyers to be sent home with middle school and high school level students are less likely to be approved by the Superintendent because coordination and the distribution of such information is very difficult. However, such material can be posted if appropriate.
8. These regulations are not intended to prohibit past users. Organizations that have been permitted to distribute information within the past year of the date when this procedure was enacted, will be allowed to continue for a transitional period which shall expire on June 30, 2011.
9. Informational materials or announcements from any other organizations may be approved by the Superintendent for display only (not for distribution directly to students) if the activity or event concerns one of the following topics:
  - a.) Education services directly related to the school system's instructional program, such as test preparation courses and enrichment courses.
  - b.) Student health, safety and welfare.
  - c.) Community sports, professional, or semi-professional teams.
  - d.) Other organizations as determined by the Superintendent of Schools or designee and not identified above.
10. The School District retains the right to withdraw approval of material from any source if it is determined that distribution would undermine the intent of this procedure, cause disruption in the school, or if the program or organization has been determine to be one that does not or no longer benefits the children of the school community.