

Posting and Distributing Promotional and Informational Materials

As described in Board Policy 1326, the district has a substantial interest in promoting an educational atmosphere in its schools. The district also has a substantial interest in preventing the commercial exploitation of its students.

The district recognizes the need by community groups and/or individuals to post or distribute flyers to students for purposes other than the conduct of the instructional program. The district uses an electronic flyer distribution system, which reduces staff time, saves money, maximizes technology, and continues our mission of being environmentally conscious.

There are two methods for posting and distributing promotional and informational materials.

1. Website Post: Qualified non-profit organizations that meet district guidelines (as outlined below), may request to have their flyer posted, free of charge, on the appropriate school websites.
2. Email: In addition to a website posting, qualified non-profit organizations also may request to have their flyer emailed to the appropriate school(s) selected. Fees (from the flyer distribution vendor) may apply for outside organizations.

Guidelines:

Guidelines are set by the district to ensure that all individuals and groups receive equal consideration in the determination of access to the flyer distribution system. These guidelines include:

1. With the exception as authorized by the Superintendent or designee, an organization requesting use of the flyer posting capabilities must provide proof of being a qualified nonprofit organization in good standing with the California Secretary of State and/or Internal Revenue Service.
2. The organization requesting the use of the flyer distribution system must be the lead organization hosting, managing and collecting any fees for the event and therefore must have proof of its own non-profit status.
3. Flyers must adhere to one or more of the following categories: recreational, educational, charitable, or artistic interests of the school community or the discussion of matters of general or public interest.
4. Flyers must be in compliance with existing federal and state laws or regulations, and District Board Policies and Administrative Regulations.
5. Flyers must be translated by the distributing individual or group from English into the second language of the school community, as appropriate.
6. Flyers must not interfere, conflict or compete with the educational programs of the District and must not disrupt the daily operations of the District or school instructional program.

7. The District does not permit the distribution of flyers for commercial purposes or purposes unrelated to the District's educational mission.

8. The District will not permit distribution flyers which promote the following:

a. Discrimination based on sex, race, color, religion, national origin, ethnic group, marital or parental status, physical or mental disability, sexual orientation, gender identity, or any other unlawful consideration, whether actual or perceived.

b. Violence, or perceived violence, of any kind

c. Lewd, obscene, libelous, or slanderous information

d. Consumption of alcoholic beverages or the use of illegal drugs and/or narcotics

e. Gambling, games of chance or other related activities

f. Promote, or perceived promotion, of any particular political interest, candidate, party, or ballot measure

Distribution Process:

School Sites

School sites are permitted to approve flyers for distribution to their school community, at the discretion of site administration and in accordance with all laws, rules and regulations, as established by the State of California and District Board Policies, Board Policies and Administrative Regulations.

Schools are able to electronically post flyers on the school(s) website and email flyers to promote school newsletters, fundraisers, plays, etc.

School sites may not distribute outside organization flyers. However, school sites may distribute School Connected Organization (SCO) flyers, as long as the guidelines below for SCO are enforced.

School Connected Organizations (SCO) - PTA, Foundation, Booster, etc.

School Connected Organizations (SCO) may work directly with their school site administration to post electronically and email appropriate flyers to their school community, free of charge. These flyers are posted at the discretion of site administrator, in accordance with all laws, rules and regulations, as established by the State of California and District Board Policies and Administrative Regulations. In addition, the following disclaimer must be included on flyers:

"Oceanside Unified School District neither endorses nor sponsors the organization or activity represented in this material. The District accepts no liability or responsibility for the program/activity. The distribution or display of this material is provided as a community service."

Regulation OCEANSIDE UNIFIED SCHOOL DISTRICT

approved: Dec. 3, 2019, Oceanside, California

