

Distribution of Promotional or Other Types of Information

This Policy establishes:

- A. the restrictions on the types of organizations which may communicate through District media; and
- B. the restrictions on the nature and content of District-approved distribution of written or electronically-transmitted information by these organizations.

A. Rules for Organizations and Groups Covered by this Policy

Class A (Student Organizations and School-Sponsored Activities)

These organizations are all officially recognized student organizations, including clubs and athletic teams, and school-sponsored activities.

- 1) Upon prior approval by the Superintendent or designee based on compliance with this Policy and its accompanying Administrative Regulation, Class A Groups may distribute promotional materials subject to reasonable time, place and manner restrictions as determined by the building principal.
- 2) When Class A Groups distribute promotional information on behalf of other organizations, the rules and restrictions pertaining to that organization shall apply.

Class B (Partner Organizations)

These organizations are partner organizations pursuant to Policy 1131 “Partner Organizations.”

- 1) Upon prior approval by the Superintendent or designee based on compliance with this Policy and its accompanying Administrative Regulation, Class B Groups may distribute promotional materials subject to reasonable time, place and manner restrictions as determined by the building principal. Each building principal shall determine the mode, length and frequency of communication.
- 2) The schools may cooperate in publicizing and promoting the activities of Class B Groups provided the particular activity is consistent with the goals and mission of the District, and provided the time involved does not infringe on the school program or diminish the amount of time devoted to the school program.
- 3) Information about goods, services, performances, and activities produced or conducted by Class B Groups, the names of such groups, and the persons connected with such groups may be brought to the attention of students or parents/guardians, but only when the information would clearly be of interest or value to the students themselves.
- 4) When Class B Groups distribute promotional information on behalf of other organizations, the rules and restrictions pertaining to that organization shall apply.

Class C (Community Non-Profit Groups)

These organizations are those groups whose primary function is to enhance the community by providing service to Tredyffrin/Easttown youth and adults. The participants in activities sponsored by these organizations should predominantly reside in the District and/or actively support the students' educational program.

- 1) Upon prior approval by the Superintendent or designee based on compliance with this Policy and its accompanying Administrative Regulation, Class C Groups may distribute promotional materials subject to reasonable time, place and manner restrictions as determined by the building principal. The only method for communicating such information shall be through posting on physical or electronic bulletin boards. Each building principal shall determine the mode, length and frequency of communication.
- 2) The schools may cooperate in publicizing and promoting the activities of Class C Groups provided the particular activity is consistent with the goals and mission of the District, and provided the time involved does not infringe on the school program or diminish the amount of time devoted to the school program.
- 3) Information about goods, services, performances, and activities produced or conducted by Class C Groups, the names of such groups, and the persons connected with such groups may be brought to the attention of students or parents, but only when the information would clearly be of interest or value to the students themselves.
- 4) Communications from Class C Groups regarding promoting, sponsoring or advertising a commercial product or service must include the disclaimer described in the accompanying Administrative Regulation.

Class D (TESD residents, current/former TESD employees, and Conestoga High School Graduates)

This classification pertains to TESD residents, current/former TESD employees and Conestoga High School graduates. This classification also covers Conestoga High School graduates who request our facilities for reunion/class-related events.

- 1) Upon prior approval by the Superintendent or designee based on compliance with this Policy and its accompanying Administrative Regulation, Class D Groups may distribute promotional materials subject to reasonable time, place and manner restrictions as determined by the building principal. The only method for communicating such information shall be through posting on physical or electronic bulletin boards. Each building principal shall determine the mode, length and frequency of communication.
- 2) The schools may cooperate in publicizing and promoting the activities of Class D Groups provided the particular activity is consistent with the mission and goals of the District, and provided the time involved does not infringe on the school program or diminish the amount of time devoted to the school program.

- 3) Information about goods, services, performances, and activities produced or conducted by Class D Groups, the names of such groups, and the persons connected with such groups may be brought to the attention of students or parents/guardians, but only when the information would clearly be of interest or value to the students themselves.
- 4) Communications from Class D Groups regarding promoting, sponsoring or advertising a commercial product or service must include the disclaimer described in the accompanying Administrative Regulation.

Class DD (TESD Employee-Run Programs)

This classification pertains to TESD employee-run programs and camps that primarily benefit District students or residents, regardless of whether or not an admission fee or tuition is charged.

- 1) Upon prior approval by the Superintendent or designee based on compliance with this Policy and its accompanying Administrative Regulation, Class DD Groups may distribute promotional materials subject to reasonable time, place and manner restrictions as determined by the building principal. The only method for communicating such information shall be through posting on electronic bulletin boards. Each building principal shall determine the mode, length and frequency of communication.
- 2) The schools may cooperate in publicizing and promoting the activities of Class DD Groups provided the particular activity is consistent with the goals and mission of the District, and provided the time involved does not infringe on the school program or diminish the amount of time devoted to the school program.
- 3) Information about goods, services, performances, and activities produced or conducted by Class DD Groups, the names of such groups, and the persons connected with such groups may be brought to the attention of students or parents/guardians, but only when the information would clearly be of interest or value to the students themselves.
- 4) Communications from Class DD Groups regarding promoting, sponsoring or advertising a commercial product or service must include the disclaimer described in the accompanying Administrative Regulation.

Class E (Youth Education Programs)

These are organizations that provide youth (generally under 19 years of age) education programs that are available to and provide benefit for District residents.

- 1) The District does not distribute information on behalf of for-profit entities.
- 2) Class E Groups may not distribute information except through the District or a sponsoring Class A Group (Student Organizations and School-Sponsored Activities) or Class B Group (Partner Organizations).
- 3) In that regard, goods, services, performances, and activities produced or conducted for private gain or other purposes, and the names of organizations and persons connected with Class E Groups, may be brought to the attention of students and parents/guardians by either the District, Class A Groups (Student Organizations and School-Sponsored Activities) or Class B Groups (Partner Organizations); when they
 - a. are directly related to the educational or recreational program, or
 - b. appear in instructional material as the simple identification of the name of the organization and not as a dominant theme.
- 4) Communications from Class E Groups regarding promoting, sponsoring or advertising a commercial product or service must include the disclaimer described in the accompanying Administrative Regulation.

Class EE (Adult Education Programs)

These are organizations that provide adult education programs that are available to and provide benefit for TESD residents.

- 1) The District does not distribute information on behalf of for-profit entities.
- 2) Class EE Groups may not distribute information except through the District or a sponsoring Class A Group (Student Organizations and School-Sponsored Activities) or Class B Group (Partner Organizations).
- 3) In that regard, goods, services, performances, and activities produced or conducted for private gain or other purposes, and the names of organizations and persons connected with Class EE Groups, may be brought to the attention of students and parents/guardians by either the District, Class A Groups (Student Organizations and School-Sponsored Activities) or Class B Groups (Partner Organizations); when they

- a. are directly related to the educational or recreational program, or
 - b. appear in instructional material as the simple identification of the name of the organization and not as a dominant theme.
- 4) Communications from Class EE Groups regarding promoting, sponsoring or advertising a commercial product or service must include the disclaimer described in the accompanying Administrative Regulation.

Class G (Local For-Profit and Other Organizations)

These organizations or groups include private enterprise groups, business and local for-profit organizations.

- 1) The District does not distribute information on behalf of for-profit entities for their private gain.
- 2) Class G Groups may not distribute information except through the District or a sponsoring Class A Group (Student Organizations and School-Sponsored Activities) or Class B Group (Partner Organizations).
- 3) In that regard, goods, services, performances, and activities produced or conducted for private gain or other purposes, and the names of organizations and persons connected with Class G Groups, may be brought to the attention of students and parents/guardians by either the District, Class A Groups (Student Organizations and School-Sponsored Activities) or Class B Groups (Partner Organizations); when they
 - a. are directly related to the educational or recreational program, or
 - b. appear in instructional material as the simple identification of the name of the organization and not as a dominant theme.

B. *Restrictions on Nature and Content of Information*

Type of Media

This Policy applies to information distributed through any District communication medium, including but not limited to:

1. items sent home with students,
2. intraschool and interschool mail,
3. bulletin boards, whether physical or electronic,
4. District produced cable television,
5. the District website,

6. publications produced by the District on behalf of school-sponsored student organizations, such as the student newspaper,
7. District internet and network,
8. electronic communications, and
9. posting signs on District property

Approval Criteria

Only information about the school system or a particular program that is consistent with the goals and mission of the District may be distributed to or through students and staff members.

Content Limitations

In addition to the other limitations set forth elsewhere in this Policy, organizations and other groups covered by this Policy may only be permitted to distribute information that:

1. Does not convey political partisanship, with the intent to advocate for a particular candidate or party rather than to instruct, except at designated polling places on election day or except by Class A Groups (Student Organizations and School-Sponsored Activities);
2. Does not promote or denigrate a particular religion or religious practice in a manner that suggests that the District is endorsing a particular set of religious beliefs;
3. Does not incite discrimination against any group or person based upon actual or perceived race, color, age, creed, religion, sex, gender, sexual orientation, gender identity, gender expression, ancestry, national origin/ethnicity, veteran status, marital status, handicap/disability, or membership in any other protected class;
4. Does not promote or encourage hostility, disorder, violence, or disregard for violation of legal obligations;
5. Does not primarily promote commercial enterprises, except for approved advertising which otherwise complies with this Policy's content limitations and contains the required disclaimers, if applicable;
6. Does not libel an individual or group, or interfere with or advocate interference with the rights of any individual or the operation of the schools;
7. Does not promote use of tobacco products, alcoholic beverages, illegal substances or paraphernalia;
8. Does not conflict with prevailing standards of decency;

9. Does not violate applicable copyrights, trademarks and other protected interests;
10. Does not run counter to the best interests of the students, staff or schools, in the opinion of the Superintendent or designee upon consultation with the Solicitor or other District legal counsel in order to ensure legality.

Additional Conditions for Items Sent Home with Students

Only Class A and B Groups may distribute materials through students.

All other organizations and groups, including the Boy Scouts of America and Girl Scouts will have access to bulletin boards as a means to distribute information as opposed to sending items home with students.

Additional Conditions for Cable Television

Programs must be suitable for family viewing and cannot contain objectionable or questionable material or language

The TE/TV channel will be used primarily to:

1. Keep students, parents/guardians and the community informed of important information and events pertaining to the District.
2. Further the community's knowledge of and participation in the current mission and goals of the District
3. Promote District programs, activities, and functions.
4. Showcase student activities and accomplishments.
5. Provide Class A (Student Organizations and School-Sponsored Activities) and Class B (Partner Organizations) Organizations with access, so that they may communicate their social, charitable, cultural, and artistic activities. No other class of organization may access TE/TV for this purpose.
6. District staff members and students may be identified by name and image in TE/TV programs unless they or, in the case of students under the age of 18, their parents or guardians, specify their objection in writing to the Superintendent on a yearly basis.
7. The Superintendent shall make the final determination as to the merit of a program to be aired on TE/TV.

Delegation of Responsibility

The Superintendent or designee shall be responsible for developing regulations to implement this Policy. Those regulations shall include, but not be limited to:

1. Procedures for obtaining advance approval of District-approved distribution of information;

2. Requirements for disclaimers on information (particularly those transmitted electronically) to be distributed, to avoid confusion to the intended recipients;
3. Criteria determining whether, and to what extent, information from Class B (Partner Organizations) may be linked to the District website or have access to District controlled cable television.

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