

Distribution of Promotional or Other Types of Information

Procedures for Obtaining Approval for Distribution of Promotional or Other Types of Information by Organizations

The Superintendent or designee, in accordance with Policy 1124, shall review and approve all information prepared by any organizations for distribution to students or for inclusion in any District communication medium.

Any individual organization desiring to distribute information through any District communication medium must submit a request in writing to the building principal, if the request is limited to one school building; or to the District's Director of Assessment and Accountability, if the request is for more than one school building. The request must include:

- a) A written draft of the information that the individual organization would like to distribute;
- b) A description of the purpose for the distribution;
- c) A requested distribution time period; and
- d) The contact information for the organization.

Requests to distribute information shall be submitted in accordance with the procedures outlined above at least five (5) business days in advance of the proposed distribution date in order to ensure sufficient time for administrative review of the request. This deadline may be waived by the Superintendent or designee for good cause shown, as determined by the Superintendent or designee.

Disclaimer Requirements for Commercial Promotional Information

Any organization seeking to distribute promotional or other types of information which promotes, sponsors or advertises a commercial product or service must include a disclaimer substantially in the following form, to be displayed next to the information:

The District is not an agent for this vendor nor does it endorse or guarantee its products or services.

Criteria for Linkage to District Website

Only websites developed and maintained by Class B Groups (Partner Organizations) may be linked to the District's website.

All requests for linkage to the District website must be approved by the District's Communications Specialist and comply with the following:

- A. No FERPA-protected student information may appear on the linked website unless authorized in advance by the parent/guardian (or eligible student) or permitted by law.
- B. Employees' names, District e-mail addresses and phone extensions may be included in directory lists on approved websites. No other employee information or images may be used in the linked website unless posted by the person, or prior written permission is given by the individual and provided to the District upon request
- C. The District shall permit photographs or videos of an individual student or group of students to appear on a linked website, only if the parents/guardians of each student appearing in the photograph or video have granted written permission to publish such material on the website or unless permitted by applicable law.
- D. No commercial advertising of any type, except to benefit school functions, shall be posted on an approved linked website unless permitted by Board Policy.

Access to District sponsored Cable Television

- A. Whenever any organization desires access to District sponsored cable television:
 - 1. The organization must make written application for permission at least 14 working days before the proposed activity is to occur.
 - 2. Class A Groups (Student Organizations and School-Sponsored Activities) shall submit requests directly to the Communications Specialist.
 - 3. Class B Groups (Partner Organizations) shall submit requests directly to the Communications Specialist.
 - 4. In case of conflict, the following priorities for access to cable television shall apply, provided the organization's request is made in a timely manner as determined by the Communications Specialist:
 - a. Class A (Student Organizations and School-Sponsored Activities)
 - b. Class B (Partner Organizations)

5. The Communications Specialist or designee will review each application individually and will determine whether to grant access to broadcast the desired communication, based upon criteria established in Policy 1124 in addition to the following factors:
 - a. The nature and intended purpose of the access sought in relation to the District's goals and mission;
 - b. The nature and purpose of the group or organization seeking access to the cable television in relation to the District's goals and mission; and
 - c. The degree to which the proposed activity conflicts with existing or scheduled school broadcasts.

6. Decisions on access by the Communications Specialist may be appealed using the same procedure set forth in Policy No. 1122 "Complaints Regarding the District" or any successor policy, with the appeal being submitted at the Superintendent level. This process is only available to the following classes of groups:
 - a. Class A (Student Organizations and School-Sponsored Activities)
 - b. Class B (Partner Organizations)
 - c. Class C (Community Non-Profit Groups)
 - d. Class D (TESD Employee-Run Programs)

7. The District reserves the right to deny access to organizations that use the public access channel an excessive amount of time, as determined by the high school principal or designee.

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