

GRAPEVINE-COLLEYVILLE ISD
ADMINISTRATIVE REGULATION
ELECTRONIC AND PRINTED MATERIALS

GCISD Board Policy GKDA(LOCAL) governs the dissemination or distribution of written or printed materials, handbills, photographs, pictures, films, tapes or other visual or auditory materials that are ***not sponsored by the District or not sponsored by a District-affiliated school-support*** organization. Certain limitations apply to such groups and therefore, these items may not be sold, circulated, distributed, or posted on any District premises by any District employee or by any person or groups not associated with the District, except in accordance with this regulation.

DISTRICT RECOGNIZED AND AFFILIATED SCHOOL SUPPORT ORGANIZATIONS

The following groups are permitted to distribute approved materials under the designation of being a district recognized and affiliated school support organization.

- Campus Parent Teacher Associations (PTAs)
- Campus Parent Teacher Student Associations (PTSAs)
- Recognized Booster Clubs and Campus Parent Clubs
- High School Project Graduation Organizations
- GCISD Employees providing District Approved and Sponsored Education, Sports or Fine Arts Camps & Programs for GCISD students in a facility that is rented according to the GCISD facility use policy
- University/College academic partnerships approved by the Curriculum Department
- GCISD Education Foundation
- For-profit entities under contract with the District to provide specific programs or services to GCISD students and parents (e.g. after school education or sports programs, portrait photographers, graduation material suppliers, etc.)

APPROVAL GUIDELINES FOR FLYERS FOR PARENTS - Electronic distribution of flyers or information to **GCISD parents** by third parties

Introduction

GCISD cooperates with community groups and organizations that provide activities of an educational/enrichment nature for students by facilitating the delivery of flyers and information to parents electronically via a third-party. GCISD uses Peachjar www.Peachjar.com to electronically disseminate flyers and information. This aligns with the District's interest in being environmentally friendly and using technology to reduce the burden that physical advertising materials creates on staff and other District resources.

All flyers will be electronically distributed and organizations wishing to send flyers to GCISD parents will need to establish an account with Peachjar. While Peachjar charges a fee for this

service, it is typically much less than the cost to copy and deliver flyers. Visit the Peachjar website for service fee information. Bulk rates also apply.

To request flyer approval, follow the steps outlined below. Once your flyer is approved, your flyer will be made available on the Peachjar website and, parents who have subscribed, also will receive an e-mail. Paper flyers will no longer be distributed by GCISD.

- Visit www.Peachjar.com
- Register as an Enrichment Provider
- Upload flyer for approval

Your flyer will automatically be submitted to the District's Department of Instructional Leadership. District staff will review the flyer and 'approve' or 'deny' it based on the standards outlined below.

Flyers shall be provided as a portable document format (PDF), single page with a file size that does not exceed 6 MB and font sizes not less than 12 point.

All flyers shall include the following **disclaimer**, which shall be in bold print and conspicuous in the material:

GCISD is not responsible for the contents of this flyer or electronic communication, nor does GCISD endorse any products and/or services referenced in this communication or provided by this provider. Parents sign-up or use advertised programs at their own risk.

INFORMATION ALLOWABLE IN A FLYER FOR GCISD

- The name and contact information of the organization sending the communication/advertising
- Announcement of an event, activities or services being offered to parents for students

INFORMATION AND ADVERTISING THAT IS NOT PERMITTED FOR DISTRIBUTION

The district's *limited* open forum for disseminating flyers is limited and, by local rule, does not include informational/advertising materials for distribution, including electronically:

- Information representing strictly corporate or business interests that do not directly benefit GCISD, its parents or students
- Information from special interest groups¹ and political groups

¹ PATRIOTIC SOCIETIES: Subchapter C, Chapter 25.0822 of the Texas Education Code, permits a Patriotic Society (a youth membership organization listed in Title 36 of the United States Code with an educational purpose that promotes patriotism and civic involvement) to request an opportunity to speak to students during regular school hours about membership in the society. That opportunity is limited to a single school day and the presentation made to students may be 10 minutes in length. Flyers may not be distributed during the presentation.

GCISD will not approve any material for distribution that is obscene, vulgar or inappropriate for children; promote activities, goods or services related to alcohol, drugs or weapons; advocates violence, illegal or dangerous activities; contain defamatory statements; are hate literature; or would interfere with school activities or the rights of others. See GKD(LEGAL) and (LOCAL)

All printed and electronic materials going to schools must be approved and processed through the GCISD office of Instructional Leadership.

APPROVAL GUIDELINES FOR POSTERS

Only district affiliated groups listed at the beginning of this regulation may post posters in a designated area of a school for a limited time period after approval. Posters may only announce programs for students. Posters may be requested for the campus where students would be participants in or otherwise involved in the program.

APPROVAL GUIDELINES FOR YARD SIGNS

Due to having limited space, only district affiliated groups listed at the beginning of this regulation may post yard signs on district property for a limited time period. Yard signs may only announce programs for students. [Public areas near schools are always available to others if allowed by city ordinance.]

To request approval of a yard sign, the organization must also use Peachjar to submit flyers containing the same information. For example, to request to post a yard sign at a school or schools, the entity or individual also must establish an account and submit flyers through Peachjar to the same schools with the same information.

Signs may be no larger than 18" x 24" and one sign may be posted in the designated area of the campus. Signs may be posted by the requesting organization no earlier than two weeks prior to the event and must be removed by that organization within two business days following the event. A failure to comply with these rules may bar the organization's right to post signs in the future.

APPROVAL GUIDELINES FOR COUPONS & TICKETS

GCISD will not distribute *unsolicited* commercial advertisements, special offers, or discount coupons to students that do not provide a benefit to students.

However, campus administrators may solicit or procure coupons to use as rewards or academic incentives for students as long as the offer is a completely free item and has no requirements for purchase. (Ex: Students who read 20 books will receive a coupon for free ice cream from a local business. State Fair tickets that provide students with free admission.) The campus may distribute these coupons or tickets to students.

APPROVAL GUIDELINES FOR FLYERS FOR EMPLOYEES - Electronic distribution of flyers or information to GCISD *employees* by third parties.

All flyers will be electronically distributed and entities wishing to send flyers to employees will need to establish an account with Peachjar. While Peachjar charges a fee for this service, it is typically much less than the cost to copy and deliver flyers. Visit the Peachjar website for service fee information. Bulk rates also apply.

To request flyer approval, follow the steps outlined below. Once your flyer is approved, it will be made available on the Peachjar website and, employees who have subscribed, also will receive an e-mail. Paper flyers will not be distributed to employees by GCISD.

Businesses wishing to provide special offers and discounts for staff may do so by making application to the district. If approved, the business may provide coupons and tickets instead of flyers. If approved, these will be placed in the designated area of the campus for staff.

All printed or electronic flyers shall include the following **disclaimer**, which shall be in bold print and conspicuous in the material:

GCISD is not responsible for the contents of this flyer or electronic communication, nor does GCISD endorse any products and/or services referenced in this communication or provided by this provider. Employees sign-up or use advertised programs at their own risk.