

Regulation KHC

Las Cruces Public Schools

Related Entries: KHC
Responsible Office: Superintendent of Schools

DISTRIBUTION/POSTING OF PROMOTIONAL MATERIALS

I. PURPOSE

To implement the policy of the Las Cruces Public Schools Board of Education regarding distribution/display of promotional materials from non-LCPS groups and organizations inside school buildings and on school district property.

II. BACKGROUND

It is appropriate for the school district to establish and enforce guidelines for the appropriate posting, distribution and/or display of promotional materials from non-LCPS groups and organizations so that said distribution, display and/or posting does not create an excessive burden on school and/or school district staff.

III. DEFINITION

Non-LCPS group or organization means any group or organization which is not directly affiliated with LCPS or one of its schools.

IV. PROCESS

A. The school district reserves the right to deny any non-LCPS group or organization the right to distribute, display and/or post any promotional materials.

1. The school district shall approve for distribution those materials which:
 - a. are produced by non-profit organizations;
 - b. promote events and/or behaviors that directly benefit the health and welfare of LCPS students and/or staff;
 - c. are the result of a partnership between a business or organization and LCPS in which said partnership activity, event, product, etc., is of direct benefit to the school district;
2. The school shall not approve for distribution those materials which promote a for-profit business or organization, unless the items listed above apply.

B. Non-LCPS organizations that wish to distribute promotional materials at one or more schools and/or other school district facilities should provide to the Superintendent of Schools or his/her designee a sample of the promotional material at least two weeks prior to its proposed distribution date for review.

1. The school district shall notify the group or organization within two working days after the receipt of the materials of its decision as to whether or not the

material is approved for distribution, display and/or posting in a school building or other school district facility.

2. The name, address, telephone number and email address of the organization wishing to distribute materials to school district students or staff, and the name and title of a representative of the organization, along with the desired date of distribution must accompany the sample of the promotional materials submitted to the school district.
- C. All non-LCPS organizations are encouraged to review these guidelines and their application and, if appropriate, to discuss them with the Superintendent or his/her designee prior to the organization producing any materials intended for distribution to school district students and/or staff.
- D. If the material is approved for distribution, display and/or posting, the following rules shall apply:

1. The school district and its schools may restrict distribution of promotional materials of organizations to specific times of the school year.

Specifically, the school district shall not allow the distribution of promotional materials during the first two weeks or the last two weeks of any school semester.

2. Non-LCPS groups and organizations are not authorized to directly distribute promotional materials to students, parents/guardians or staff on school grounds.
3. The group or organization shall be responsible for:
 - a. printing of the material;
 - b. bundling of the material into sets of 25, with enough sets for distribution to all students and/or staff at a particular school or schools; with bundles placed in manila envelopes with the school(s) name(s) on the envelope;
 - c. delivery of the bundled material to the superintendent's office, LCPS Administration Building, 505 S. Main St., Suite 249.
4. LCPS shall not mail promotional materials from non-LCPS groups or organizations to parents/guardians of LCPS students or to LCPS staff.
5. Promotional materials shall be confined to one single sheet of paper no larger than eight and one-half inches by eleven inches in size, unless the Superintendent or his/her designee has approved in advance a different size and/or additional pages.
6. All promotional materials approved for distribution to LCPS students and/or staff shall prominently display a telephone number for the organization producing the materials so that parents/guardians and/or staff who wish additional information may obtain it directly from the organization.

7. Promotional material that includes a registration form must prominently display the mailing address, fax number and/or email address of the organization so that the parent/guardian or staff member may mail, fax and/or email the completed form directly to the organization.
 8. Organizations are encouraged to distribute/display promotional materials in the languages spoken by the families of students who attend the school.
 9. Organizations are encouraged to offer scholarships or subsidized fees to low-income families if fees are required for participation of students or their parents/guardians in events or activities promoted in distributed materials.
 10. Organizations assume the risk that schools will not distribute time-sensitive promotional material on or before a desired date.
- E. Neither the school district nor any individual school shall distribute or display communications of outside organizations that would, in the judgment of the superintendent or his/her designee:
1. Cause the school district to violate state or federal laws.
 2. Promote discrimination against any person or group on any basis, including gender, race, sexual orientation, religion, national origin or ethnicity, or disability.
 3. Promote illegal activity of any kind.
 4. Contain words, symbols or images that would be regarded as lewd, obscene, vulgar or plainly offensive if communicated by a student on school grounds.
 5. Defame any person or organization.
 6. Threaten serious disruption of a school, the educational process or school-sponsored activity.
 7. Solely promote a particular political group, issue, candidate or activity.
Nor shall any political signage be posted on any school district property.
 8. Solely promote a particular religious philosophy, viewpoint or belief.
- F. Distribution of any materials to schools, students or parents/guardians of students shall be governed by LCPS Policy KHD.

History: New Regulation, created 03.23.10



Superintendent of Schools

August 11, 2010

Date Approved