San Juan Unified School District

Community Relations

3738 Walnut Avenue, Carmichael, California 95608
P.O. Box 477, Carmichael, California 95609-0477
Telephone (916) 971-7574; FAX (916) 971-7687

Requests to Distribute Information to Students
Fliers and other non-school information

San Juan Unified School District appreciates the valuable information and opportunities community organizations may provide to San Juan students.

Because our students are minors and are required by law to attend school, the district attempts to protect students from commercial solicitations on campus. Please note that the district’s electronic newsletter, the San Juan Scene, does not accept support in the form of advertisements.

Approval Process

The approval process for fliers is a two step process. First the flier must be verified to meet all established requirements by the Community Relations Office. Each school principal then maintains the right to decline any community flier based on availability of resources and individual school practices. No guarantee of distribution date can or will be given.

Verification by Community Relations Office:

1. Local community organizations must submit the following items to the front lobby receptionist at the San Juan Unified District Office:
   a. Flier verification request form
   b. Copy of the proposed flier
   c. Verification of 501(c)3 non-profit status. Verification will be kept on file for future requests but must be updated at least once every 3 years. Government agencies are exempt from this requirement. (Organizations which are authorized supplemental educational service (SES) providers under federal guidelines and which have been approved by the California Department of Education and the District’s Office of Student Learning Assistance do not need to provide verification of 501(c) 3 status.)

2. Organizations will receive a written response to requests within 15 business days. **Fliers may not be distributed to schools until organizations receive written notice to do so.**

3. A listing of verified fliers will be maintained on the San Juan intranet for reference by school staff. School staff will NOT distribute fliers that are not on the approved list or fliers that vary in any way from those posted to the approved list.

Principal approval:

1. Fliers from non-profit local community organizations which have been verified by the Community Relations Office are subject to approval by individual school principals. Fliers from organizations which are authorized supplemental educational service providers under federal guidelines and which have been approved by the California Department of Education and the District’s Office of Student Learning Assistance will be distributed.

2. Principals may elect to decline distribution of a non-profit community flier based on individual school situations including but not limited to available staffing, test scheduling, and the volume of flier requests being handled at the school.

3. No guarantee can or will be given regarding the date of distribution for a flier. School staff members will make their best effort to distribute all approved materials within 10 school days.

Distribution

1. It is the responsibility of the government agency, nonprofit organization, or SES provider to print material and bundle it in class sets as indicated on the distribution list. The distribution list will be provided once a flier is approved.

2. Bundle class sets in school bundles and secure each school bundle (such as in shrink wrap or double rubber bands).

3. It is the responsibility of the organization to deliver bundles to the specified schools. The District’s internal mail system may not be used.

4. High schools and middle schools do not distribute fliers to students.

Flier Requirements

Revised 11-14-2014
San Juan schools may choose to distribute non-school information that meets the following requirements:

1. **Sponsor:** The information must be from a government agency (such as a park and recreation district), a nonprofit charitable organization (501(c)3), or a supplemental education service (SES) provider authorized by the Department of Education and the District’s Office of Student Learning Assistance. Information from private schools, charter schools or for-profit organizations (other than SES providers) will not be distributed.

2. To ensure families receive adequate information, and to minimize questions directed to school staff, fliers must include the following:
   
   A. Fliers must contain this disclaimer:
      
      “This is not a program of the San Juan Unified School District and San Juan accepts no liability or responsibility for this program.”
      
      The disclaimer must be on the front of the flier, in a location where it is easy to see, in a minimum 10 point upper and lower case type.

   B. The name of the sponsoring organization
   C. If the sponsoring organization is nonprofit, under the name put “a nonprofit organization”
   D. Date
   E. Time
   F. Location
   G. Program Cost. The flier must describe the full cost for participants, including but not limited to registration, amount required to be raised through fundraising or in lieu cash payment, equipment purchase or lease. **NOTE:** Payments must be made to the government agency or nonprofit charitable organization sponsoring the activity.
   H. Phone Number
   I. Athletic leagues are strongly encouraged to include information about when students will be practicing and competing, i.e., “the season is May-June,” or “practices are held after school one day a week and games are held on Saturdays.”

3. **Gender Equity:** Programs must serve both boys and girls. If the program is available to only one gender, the flier must provide a telephone number for information about a comparable program for the other gender.

4. **Political or Religious Advocacy:** The school district does not distribute information which promotes political or religious beliefs or actions.

5. **Laws/Rules:** Text and graphics on fliers must comply with existing laws, district standards, and school rules. For example, text and graphics on fliers may not denigrate any group; promote violation of school rules; depict drugs; tobacco, alcohol, violence, fighting, intimidation, weapons, gang/cult affiliation, or inappropriate language; or be sexually suggestive. Activities such as raffles, which are illegal, may not be included on fliers. Religious symbols and graphics such as witches, devils, and angels are typically not permitted.

6. **Advertising:** Sponsors may be acknowledged and listed discreetly on the bottom of the flier in type no larger than 12 point. Logos of any organization other than those directly responsible for the flier’s program are not allowed.

7. **Use of Facilities:** If fliers describe non-school activities held at a San Juan school site, the sponsoring organization must obtain an approved district use of facilities before the flier can be distributed.

8. **Staff Assistance:** Because of the educational demands, school staff typically cannot assist community organizations during the school day, for example by collecting sign-up forms. However, if there is space available, schools may be willing to place a collection box in the office. Please contact the principal.

9. **Comply with Board and Administrative Policies:** All materials must comply with rules and regulations set forth in San Juan Unified Board Policies and Administrative Regulations including but not limited to BP/AR 1321 and 1325.

Revised 11-14-2014
**Flier / Information Distribution Verification**

Please submit this form along with a copy of the flier/information you wish to distribute and, if required, verification of 501(c)3 non-profit status to the San Juan District Office Lobby Receptionist. You will receive a written response to your request within 15 business days. **Do NOT distribute any materials to school sites until you receive written authorization to do so. Schools may destroy materials that have not been approved without notice.**

<table>
<thead>
<tr>
<th>Flier/Information Topic:</th>
<th>Organization Status:</th>
<th>Non-Profit</th>
<th>Government Agency</th>
<th>SES Provider</th>
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<tr>
<th>Contact Name:</th>
<th>Contact e-mail:</th>
<th>Contact Phone:</th>
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Do you plan to distribute your information to all elementary schools? ☐ Yes ☐ No

(Note: Middle schools and high schools do not distribute fliers to students.)

If you marked “No” above, please provide a listing of which schools you will send materials. Attach an additional sheet if necessary.

When would you like your information distributed to students?

Have you received and read a copy of the requirements for fliers/information? ☐ Yes ☐ No

Does your flier / information apply to both boys and girls? ☐ Yes ☐ No

If you checked No – Have you included contact information for organizations serving the other gender? ☐ Yes ☐ No

Does your flier / information promote any political or religious beliefs/actions? ☐ Yes ☐ No

By signing below you certify that you are authorized to act on behalf of a government agency or non-profit organization in requesting distribution of information within San Juan Unified and understand that each school principal reserves the right to refuse fliers based on available staff time or individual school situations.

Signed: ____________________________ Printed: ____________________________

Date: ____________________________

San Juan Communication Office Use:

Date Received: __________ Documents Verified By: __________

Recommend Approval? ☐ YES ☐ NO

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Revised 11-14-2014