

External Communications Guidelines 2018-19

17th/Severance Sign

Only district and district-associated activities will be posted. District-associated activities must be a recognized school activity. Those activities include PTO/PTA/Booster clubs as well as district-sponsored extracurricular and co-curricular activities.

The district may post seasonal greetings, “welcome to Hutchinson” and safety-related messages. These messages are generated by district staff.

General Rules for Fliers and other Advertising

The district may control the content of fliers and advertising as allowed by law. Minimally, advertisement may not include information or materials that:

1. Are obscene to minors.
2. Are libelous.
3. Are pervasively indecent or vulgar and/or contain any indecent or vulgar language.
4. Advertise any product or service not permitted to minors by law.
5. Constitute insulting or fighting words, the very expression of which injures or harasses other people (e.g., threats of violence, defamation of character or of a person's race, religion or ethnic origin).
6. Present a clear and present likelihood that, either because of their content or their manner of distribution, they will cause a material and substantial disruption of the proper and orderly operation and discipline of the school or school activities or will cause the commission of unlawful acts or the violation of lawful school procedures.
7. Promote or exhibit excessive or explicit violence (including web links).

Fliers

In-School Paper Flier Guidelines 2018-19

Only district and district-associated activities may distribute paper fliers in school. Those groups must have fliers counted out by school and classroom. District-associated activities include PTO/PTA/Booster clubs as well as district-sponsored extracurricular and co-curricular activities.

Out-of-School Paper Flier Guidelines

Any group that rents district facilities may hand out fliers during the rental for its activities as long as those fliers meet the general guidelines above.

Other Fliers: Electronic Distribution

Subject to the restrictions in this procedure and district policies, USD 308 will post approved informational fliers from Kansas not-for-profit organizations under “Parent Resources” on the district’s website, located at www.usd308.com. This information must be submitted electronically to hemmanr@usd308.com and must be in a Microsoft Office document or Acrobat Reader file, no larger than two 8 ½-inch-by-11-inch pages.

By posting this information on the website, organizations will have the opportunity to reach families of elementary school, middle school and high school students without the expense of printing thousands of pre-sorted fliers. Principals will include information about the website in their regular communication to families.

Groups wanting to distribute electronic fliers may submit those to hemmanr@usd308.com in Acrobat Reader or Microsoft Office formats. Those fliers may not advertise tobacco, alcohol or other items that are illegal for students.

If approved, the fliers will be posted for 30 days or after the event has concluded, whichever is a shorter period of time. The district will note the new fliers each week in a calendar email that goes out every Wednesday to parents.

Also, organizations that have approved fliers have the option of making 20 copies per school and bringing envelopes with those fliers by the Administration Center. The copies will be taken to schools and made available at the front desks of schools for families who may not have email.