

ADMINISTRATIVE PROCEDURE

**DISTRIBUTION OF INFORMATION FROM NONPROFIT ORGANIZATIONS,
GOVERNMENTAL AGENCIES AND BUSINESSES**

The district has an obligation to protect the welfare of students, the integrity of the learning environment for students and staff, and its limited resources. Information from external organizations for distribution to students, their families and staff must meet these three criteria:

1. District Strategic Plan and Mission: All information must be consistent with state, district and school goals/standards. Information must be structured to meet identified educational needs.
2. District Nondiscrimination Policies, Federal/State Law and School Age-Appropriateness: All information must be consistent with district policies prohibiting discrimination and must be age-appropriate for the students involved. Information must not:
 - a. Promote the use of illicit drugs, alcohol, tobacco or firearms
 - b. Promote hostility, disorder or violence
 - c. Attack or demean any ethnic, racial, gender or religious group
 - d. Be libelous or unlawful
 - e. Promote any specific religion or religious activity
 - f. Promote or oppose any political candidate, group or ballot proposition
 - g. Detract from the functioning of the district or any school, impact instructional time or adversely affect district/school resources.
3. District Curriculum: Administrators retain the discretion if or how to integrate any information into the curriculum.

The district defines distribution of information as posting information on district/school property or sending it in paper or electronic form to students, their families or staff.

Distribution of Information Not Requiring District-Level Approval

At the discretion of the principal and upon his or her approval, schools may distribute or post the following types of information for students, families or staff if it meets the three criteria in this procedure:

- Information developed or sent by the Bellingham School District or its schools.
- Information about school-sponsored events, activities, coursework and programs, including school-sponsored fundraising and culminating projects. See specific restrictions on advertising, corporate sponsorship and use of logos.

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- Information in officially sanctioned student newspapers/publications.
- Information from district/school parent organizations (PTA, PTO) and site councils.
- Information for posting only from nonprofit organizations, governmental agencies or businesses about colleges, careers and citizenship (volunteering) opportunities. Note: Information from nonprofit organizations and governmental agencies for distribution need district-level approval (see below).
- Information for posting only from nonprofit organizations, governmental agencies or businesses about youth-related opportunities. Note: Information from nonprofit organizations and governmental agencies for distribution need district-level approval (see below).

Each school shall make available one or more areas for posting information for students, families, staff and visitors to the school.

Schools will provide the means for sharing this information.

Distribution of Information from Nonprofit 501(c)(3) Organizations or Governmental Agencies

The Deputy Superintendent's office or designee must approve information from nonprofit 501(c)(3) organizations for distribution to students, their families and staff, according to the district's procedures. Nonprofit 501(c)(3) organizations may submit requests to the Deputy Superintendent's office using form 4060F for distributing information that aligns with the three criteria in this procedure.

The district/schools will not distribute information at the request of businesses to students, families or staff. Some information from businesses that meets the criteria for information not requiring district-level approval may be posted, but not distributed, in designated areas at a school at the discretion of the principal and with his or her approval.

Form 4060F must be submitted two weeks prior to the time that the nonprofit organization or governmental agency would like the information to be distributed/posted. The request must include a sample of the information intended for distribution/posting. It is highly recommended that nonprofit organizations submit Form 4060F for approval prior to producing information in mass quantity for these purposes. Further qualifying criteria includes:

- The organization submitting the request must be a nonprofit (501C-3) organization with proof of nonprofit status provided.
- The organization must include the following statement on the information being distributed: "This event/service is sponsored by, (name of organization), a registered nonprofit organization. It is not sponsored by the Bellingham School District, and the district assumes no responsibility for this service or conduct or safety during the event."
- Information for students must be age-appropriate with youth-related content.
- Information must be packaged for easy distribution to not cause any adverse affect on instruction or district/school operations and resources.
- Information for distribution is not larger than 8 ½ x 11 inches. Information for posting only may be poster size.

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- Information for distribution may not promote a fundraising or religious activity for the nonprofit organization.

A decision will be made within three working days. The Deputy Superintendent's office or designee is responsible for notifying school administrators and school office personnel of approval of distribution of information.

Information may be approved for posting on district/school property by authorized staff, to make available in offices and/or to send home with elementary school students. This information will not be sent home with middle or high school students. District electronic resources, such as e-mail and Web sites, will not be used to distribute information from nonprofit organizations and governmental agencies unless it is part of a district and community partnership approved by the School Information and Communications office for inclusion in regularly scheduled district publications.

The nonprofit organization receiving approval is responsible for bundling, labeling and packaging all information for easy distribution or posting without adverse affect on district/school operations and impact on resources. Approved information must be delivered by the requesting organization directly to the school(s) at least five working days prior to the anticipated date of distribution.

Approved information will be distributed or posted by school staff in a timely and responsible manner that minimizes the volume of information to students, families and staff and does not adversely affect district/school operations, resources or students. It is the responsibility of the principal to develop the procedures for the timely use, distribution and posting of information at school.

Specific Restrictions on Commercial Advertising, Corporate Sponsorship, Use of Logos

Corporate support of the district/schools that meets the three criteria in this policy is encouraged. In addition, the district has restrictions on commercial advertising, corporate sponsorship and the use of company logos.

The district defines advertising as oral, written or graphic information made by a for-profit producer, manufacturer or seller that calls for recipient to buy, use or patronize the product or service. This includes marketing information such as coupons for free/donated or discounted products/services to promote a commercial enterprise. Brand names, trademarks, logos or tags for product/ service identification purposes or for district/school recognition of sponsors are not considered advertising.

Commercial advertising on district/school property (including on district-owned signage, scoreboards, readerboards, building facades, walls, floors, fields or vehicles) or distribution of commercial advertising by the district/schools is restricted, except in these cases:

- a. Advertising is permitted in connection with courses of study that have specific lessons related to advertising. Principals will decide whether lessons related to advertising are appropriate.

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- b. Advertising is permitted in yearbooks and school newspapers if it meets the three criteria in this procedure and is approved by the principal. (Advertising is not permitted in other district/school-sponsored print or electronic publications.)
- c. Advertising is permitted in supplementary classroom and library materials such as newspapers, magazines, television, Internet and similar media where used in a class such as current events or for appropriate research.
- d. Advertising is permitted as part of district- or school-sponsored fundraising such as children's book and magazine sales if it aligns with the three criteria in this procedure and is approved by the principal.

No corporate relationship is permitted that requires students to advertise a product, service, company or industry. This includes athletic uniforms and equipment, although uniforms and equipment may display the name or logo of the uniform and equipment manufacturer or supplier. See specific restrictions on use of logos.

District/schools will not require students to complete surveys or provide marketing information to vendors, nor will they distribute to vendors any personal information of students, including but not limited to directory information, except as required by law. District/schools will not enter into any contract for products or services, including electronic media services, where service providers will collect personal information from students.

Logos for Identification Only or District/School Recognition of Sponsors: All corporate logos appearing on district property, including logos on materials, supplies, or equipment either purchased, rented, leased by or donated to the district will be for product identification or sponsor recognition purposes only. Corporate logos for the purpose of advertising to students will not be permitted on district property, materials, supplies or equipment. Sponsorship is an agreement between the district/schools, or a site-based or parent-based group with an individual group, company or community organization in which the sponsor provides financial or resource support in exchange for recognition. It is appropriate that corporate sponsors and donors receive recognition for their support. Such recognition can be in the form of the corporate name or logo for identification purposes on the product or information, or acknowledgement in district/school publications and events. The district/schools at the discretion of the administrator may choose to provide incentives or mementos of nominal value with corporate logo identification for the purpose of recognizing individual students and staff. The Deputy Superintendent or designee at the district level and principals in the schools are the primary decision-makers whether a sponsor identification logo is for identification or advertising purposes using the following criteria: size and location of logo, attention drawn to the logo compared with the intended use of the information, and age of students who will view it.

Vending Machines: Facades will not be used for advertising. The name and logo of product manufacturers, such as the juice or water makers, can appear for identification purposes only.

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Prohibited Contracts: Contracts for sales of food or beverages will not permit the distribution of free products or vendor-related advertising and promotional materials or events.

Approved: January 26, 1996

Revised: May 8, 2008

May 8, 2008

Kenneth D. Vedra
Superintendent of Schools