

ESCONDIDO UNION SCHOOL DISTRICT
Office of the Superintendent

**Guidelines for Materials to be
Approved for Distribution
2011-12**

General guidelines for flier approval are as follows:

- All fliers are approved in the superintendent's office.
- All fliers to be sent home with students must be printed in English and Spanish.
- Activities must be educationally sound or of direct benefit to students.
- Material must be from non-profit, non-commercial organizations.
- Material must not advocate a religious or a political viewpoint.
- **Events charging a fee for participation are discouraged.** Exceptions to this are events, classes, or camps being sponsored by an agency with which the district has an interagency agreement. Sample agencies include, but are not limited to: City of Escondido, City of San Diego Parks & Recreation, Escondido Union High School District or its individual high schools, Boys & Girls Club, Palomar Family YMCA, Boy and Girl Scouts of America.
- Curriculum-based events such as essay contests, poster contests, "thons," Earth Day, Arbor Day, etc. need a commitment from a school that they intend to participate. After participation in such events is established, any material being given out to students must be stamped for approval in the superintendent's office.
- All for-profit vendors will be denied approval for districtwide distribution of their products/services. Fund-raising activities will be referred to the Escondido Council PTA president to be shared with unit presidents.
- Advertisements for fee-based services, such as private tutoring, music lessons, etc. are not approved. Fee-based, private sports/arts/academic camps will be considered by the superintendent on a case-by-case basis.
- Events being offered in areas outside of Escondido will not be approved if the same opportunity is available within Escondido. Each request of this nature will be considered on a case-by-case basis.

NOTE: Flier approval does not constitute endorsement. Approval simply means the material has been reviewed and meets the guidelines for districtwide distribution. The site administrator(s) has final authority to decide what material is distributed or posted at their school.

The superintendent reserves the right to rescind approval to any organization or person if a complaint is received or the organization or person is found to be in violation of instructions from this office.

OBTAINING APPROVAL

Flier approval is obtained from the superintendent's office at the Carilyn Gilbert Education Center, 2310 Aldergrove Avenue, Escondido. Fliers can be dropped off during office hours, 7:30 a.m. to 5:00 p.m., Monday-Friday, excluding holidays and winter and spring breaks. It is preferred that fliers be faxed, (760) 735-2874, or e-mailed to ppalmer@eusd4kids.org. If the fliers are brought to the education center for approval, they are to be left at the reception desk. Please make certain a contact name and telephone number are left with the flier(s). You will be contacted if there are any questions.

In most cases, approved fliers will be ready for pick up by 10:00 a.m. the next working day and can be picked up from the reception desk. If a fax number is provided, the stamped flier will be returned via the facsimile to the number provided. If an e-mail address is provided, the stamped flier can be scanned and returned via e-mailed.

It is not necessary to have each flier stamped for delivery to the schools for distribution; it is sufficient that one stamped, approved flier accompanies the fliers when delivered to each school office.

DISTRIBUTION

Delivery of fliers and materials to schools is the responsibility of the individual/agency requesting approval. An information sheet showing the number of classrooms per grade level, per school, and total student population is available upon request. Fliers must be separated into bundles of 20 for grades K-3, and bundles of 32 for grades 4-8, and then delivered to the school sites.

One day each week has been set aside for non-school material to be sent home with students. Materials must be received at the school office by 3:00 p.m. the day prior to the school's distribution day. The schedule is as follows:

Monday distribution: Farr Avenue

Tuesday distribution: Bernardo

Wednesday distribution: Glen View, L. R. Green, Hidden Valley, Oak Hill, Orange Glen, Pioneer, Reidy Creek, and Rose.

Thursday distribution: Central, Conway, Del Dios, Felicita, Mission, Juniper, Lincoln, Miller, Nicolaysen, North Broadway, Rincon, and Rock Springs.

If you have questions about these guidelines, please call the superintendent's office at 432-2110.