

## **Wylie ISD Distribution of Non-School Literature Guidelines (Updated March 2017)**

According to Wylie ISD policy GKDA (Local), only communication sponsored by the district or a district-affiliated/school-support organization shall be permitted for distribution and circulation on district premises. All communication material must be preapproved by and distributed through Wylie ISD's Communications and Community Relations Office.

This policy pertains to all forms of communication, including but not limited to: flyers; posters; handbills; photographs; pictures; yard signs; electronic marquees; coupons; films; tapes; other written materials; other printed materials; other visual materials; other auditory materials; and all social media platforms.

***Organizations that fall under one of the following seven categories can distribute material through the district, once they receive the required approval (Fees may apply. See Wylie ISD Flyer Guidelines):***

1. Wylie ISD organizations affiliates, including:
  - a. Parent Teacher Associations & Parent Teacher Student Organizations
  - b. Wylie ISD Education Foundation
  - c. Booster Clubs of WISD
  - d. Campus parent clubs, such as "Watch D.O.G.S."
2. City of Wylie, Sachse & Murphy
3. Wylie, Sachse & Murphy Chambers of Commerce
4. University/College academic partnerships (approved by the Curriculum Dept.)
5. Entities under contractual agreements with the district
6. Non-profit, enrichment programs for school-age children (i.e. Boy Scouts, Girl Scouts, Wylie Basketball Association, i9 Sports, and etc.)
7. Organizations working in coordination with schools for events that raise money for the campuses (i.e. Spirit Night events).

The approval process upholds all guidelines dictated in the Wylie ISD policy GKDA (Local). *All organizations must seek approval* from the Communications and Community Relations Office for distribution of their material; nevertheless, the requests will only be granted if they meet one of the guidelines listed above. Wylie ISD's Communications and Community Relations Office maintains the right to deny any distribution request at any time, including requests from organizations that meet the outlined guidelines.

***The following materials will NOT be approved for distribution:***

- Information pertaining to a specified portion of the district population such as religious groups, political groups, special interest groups, etc.
- Information from non-profit organizations pertaining to fundraisers that do not directly benefit Wylie ISD

- Material that is obscene, vulgar or inappropriate for children
- Material that promotes activities, goods, or services related to alcohol, tobacco, drugs, firearms or weapons
- Material that advocates violence, illegal, or dangerous activities
- Material that contains defamatory statements
- Hate literature
- Material that would interfere with school activities or the rights of others
- Information from for-profit organizations or information representing business/corporate interests\*

\*Information from for-profit organizations or information representing corporate/business interests will only be approved for distribution as part of an approved advertising/marketing contract with the district.

## Wylie ISD Flyer Guidelines

As part of Wylie ISD's efforts to be more environmentally friendly, embrace innovative technology, and maintain fiscal responsibility, the district has transitioned from paper to electronic flyer delivery. Thus, Wylie ISD no longer distributes paper flyers on any campus. Instead, the district cooperates with organizations that meet specific guidelines (see *Wylie ISD Distribution of Non-School Literature Guidelines*) by distributing materials electronically via Peachjar.

To request flyer approval, follow the steps below.

1. Visit [www.peachjar.com](http://www.peachjar.com)
2. Register as an Enrichment Provider (account type).
3. Upload the flyer for approval.

The flyer will automatically be submitted to the district's Communications and Community Relations Office for approval. Once approved, the flyer will be emailed to all parents within the district and posted online. Remember, paper flyers will no longer be distributed on the campuses.

Peachjar charges a small fee for its services, but these are minimal in comparison to printing costs and the cost of labor for distribution. Visit [www.peachjar.com](http://www.peachjar.com) for service fee information. This fee applies to all organizations that are not Wylie ISD organizations or affiliates. Meaning, any other approved organization is responsible for paying for its Peachjar flyers.

However, certain organizations may request "credit" to post their flyers for a reduced price or at no cost. The distribution of credits is based on credit availability. ***Organizations that fall into one of the three categories listed below may request and receive Peachjar credits from Wylie ISD:***

- A. Wylie, Murphy, or Sachse City organizations, including:
  - a. Public libraries
  - b. Police Departments
  - c. Fire Departments
  - d. Parks and Recreation Departments
- B. Wylie, Murphy, or Sachse Chamber of Commerce
- C. **Completely free** event sponsored by a community-based organization that primarily serves students in the District, as determined by the Superintendent or designee.

These organizations may request credits from the district. Credits will be awarded by Wylie ISD's Communications and Community Relations Office once the organization's claimed category is confirmed, and its communication material is approved (so long as credits remain available). Also, the district may offer credits to organizations that fall into one of the categories above, and they may decline the credits.

Credits are provided in increments of 5. These 5 credits post one flyer at one school for one month. So, 15 credits would post one flyer at three different schools for one month. The maximum number of credits awarded per event is 50 credits, which provides enough credits for one flyer at ten schools. Wylie ISD reserves the right to limit the number of credits awarded to any one organization during a school year.

Credits are only available to the three categories of organizations listed above. All other organizations, whether under a district contract or not, must follow the same procedure for utilizing Peachjar. Unless expressly written, a contract with the district does not include marketing or flyer distribution.

## **“Other” Communication Material Approval Guidelines**

For approval of “other” communication material, email an electronic copy of the poster, sign, coupon, etc. to Ian Halperin at [Ian.Halperin@wylieisd.net](mailto:Ian.Halperin@wylieisd.net). All submitted materials will be approved or denied based on the parameters set forth in Wylie ISD policy within three business days from the time the materials are received.

**Yard Signs:** Once approved by the Wylie ISD Communication and Community Relations Office, signs may be posted in the parent loop of each campus. The signs may not exceed 18”x24”. One yard sign may be posted at each elementary school. Two yard signs may be posted at each intermediate school, junior high school, and high school. Signs must be picked up within 48 hours of the event. The district/campus has the right to determine placement of the signs and/or move the signs as needed. Wylie ISD is not responsible for lost or damaged signs.

**Coupons:** Wylie ISD does not allow the *direct distribution* of unsolicited commercial advertisements, special offers, or discount coupons to students or staff. However, campus administrators may procure coupons to use as rewards or academic incentives for students, as long as the offer is a completely free item and has no conditions of purchase. (Ex: Students who read 20 books will receive a coupon for a free ice cream from a local restaurant). Campus administrators are also allowed to place the previously mentioned items in the teacher break room for faculty and staff.

The District maintains an “employee perks” webpage for companies and organizations that wish to partner with the district to offer incentives to all employees. For more information contact Doug Bellamy at [Doug.Bellamy@wylieisd.net](mailto:Doug.Bellamy@wylieisd.net).

**E-Mail:** Email addresses, as well as email groups, procured or maintained by the district will only be utilized by Wylie ISD in accordance with Wylie ISD policy and both state and federal laws. Wylie ISD employees are expected to follow the acceptable use policy as set forth by the district.

**Wylie ISD Website:** The district website, and all associated campus websites, are for district use only.

**School Messenger/Skyward:** In compliance with federal law, information pertaining to corporate or business interests will not be distributed via parent email, phone (land line or cellular) or text. This type of information includes Spirit Nights at restaurants, sales information, etc. School Messenger will only be used for campus or district information or emergency.

**Campus Marquees:** Campuses may choose to offer electronic marquee birthday/celebration messages, although it is not required that campuses provide this option. Each campus reserves the right to determine prices and post duration for the birthday/celebration messages. At this time, marquees are not available for advertising. However, the district may provide marquee space to various partners in accordance with existing policy.