



GUIDELINES FOR THE DISSEMINATION OF PROMOTIONAL LITERATURE TO GMSD STUDENTS

Revised September 2025

Purpose:

These guidelines are established to enable a distribution process of non-instructional information to General McLane Students, which supplement and enrich the school's educational and/or other programs and which promote the goals and objectives of public education, as set forth by the Board of Education.

Criteria:

- In general, the following materials shall not be distributed to students:
 - (1) violates federal, state or local laws;
 - (2) is defamatory, obscene, lewd, vulgar or profane;
 - (3) advocates the use or advertises the availability of any substance or materials that may reasonably be believed to constitute a direct and serious danger to the health or welfare of students, such as tobacco/vaping products, alcohol or illegal drugs;
 - (4) incites violence, advocates use of force or threatens serious harm to the school or community;
 - (5) materially and substantially disrupts or interferes with the educational process, such as school activities, school work, discipline, safety and order on school property or at school functions;
 - (6) interferes with, or advocates interference with, the rights of any individual or the safe and orderly operation of the schools and their programs;
 - or
 - (7) promotes ethnic bias or sexual behavior.
- In general, materials for distribution must not promote any commercial or political interest/organization.

- The Request for Distribution of Promotional Literature Form must be filled out **at least five days** prior to the requested date of distribution. All requests will be reviewed by the Superintendent and/or Director of Communications and must have approval before distribution. The form is available at <https://bit.ly/GMSD-flyers>
- **If the event is using the District's Facilities**, the organization must fill out a facility/building request **30 days prior** to the event. The promotional flyer will not be distributed until this step is complete. Application and process is available at generalmclane.net/facilities-use-application-and-process/
- Material from District-supported organizations (Ex: PTA/PTO) may be distributed at the building level without promotional distribution approval.
- GMSD is currently only distributing **digital materials**. There are no hard-copy flyers or materials being distributed in GMSD buildings. If your material is not available in hard-copy form, please email Jenise LaRocca at jeniselarocca@generalmclane.org
- School organizations (chorus, band, school-related clothing, student-run stores, clubs, etc.) wishing to distribute information outside of their individual school to other General McLane schools **must fill out the flyer form** and submit it for approval to the Superintendent.
- Distributions must have prior approval of the Superintendent or designee. No District employee, student, or others outside the school may distribute, or allow to be distributed, non-school materials unless approved in accordance with these guidelines.
- GMSD reserves the right not to distribute materials that compete with our programs.
- Your request must include specific dates/times – please, no TBD or TBA on flyers.
- Approved flyers may be approved for digital distribution in the following ways:
 - to Schoology, our digital learning platform, at specific requested grade-levels or buildings
 - to all recipients of the weekly emailed GMSD newsletter.
- Flyers must clearly have a contact email or other type of contact information displayed for those wishing for additional information.

- Solicitation for gofundme or similar crowdfunding will be in accordance with Board Policy 702.1.

Process:

1. Submit your request via the Request for Distribution of Promotional Literature Form at least five days prior to wanting your materials distributed.
2. Receive approval or rejection (or suggested revisions) from the Superintendent of Schools or his/her designee.
3. The approved materials shall be distributed as requested.

Questions or comments about these guidelines may be directed to Jenise LaRocca, Administrative Specialist, at jeniselarocca@generalmcclane.org or 814-273-1033 ext. 5901.