

Superintendent Procedure 4060SP

Distribution of Information

Approved by: s/Dr. Brent C. Jones Date: 9/22/23

Dr. Brent C. Jones, Superintendent



This procedure outlines processes for reviewing and distributing information from official school-parent organizations, nonprofit organizations, and governmental entities to students and families consistent with Board Policy No. 4060, Distribution of Information.

Additional Board Policies and procedures cover the distribution of district information (including, but not limited to, Board Policy Nos. 4000, Public Information Program; 4060, Distribution of Information; and 4010, Staff Communication Responsibilities). Board Policy No. 4237, Advertising and Commercial Activities, and the accompanying Superintendent Procedure 4237SP provide requirements related to advertising and corporate sponsorships.

Distribution of Digital Flyers by School-Parent Organizations, Nonprofits, and Government Entities

Official school-parent organizations, other nonprofit organizations, and governmental entities may submit information about activities for students in the form of a digital flyer for possible distribution through the district website and/or email, but any information distributed must meet district standards and be approved according to this procedure.

Dissemination of the information does not reflect the district's endorsement or sponsorship of the activity. In consideration for the privilege to distribute information under this procedure, the submitting entity agrees to hold the Seattle School District harmless from any cause of action, claim or petition filed in any court or administrative tribunal arising out of the distribution of submitted materials, including all costs, attorney's fees, and judgments or awards.

To be considered for distribution, the flyer must:

- Be from an official school-parent organization, other nonprofit organization, or governmental entity.
- Be screened for the appropriateness of its content.
- Support the educational mission of the district and directly benefit the students or be of intrinsic value to the students.
- Comply with district policies and procedures and state/government laws and regulations.
- Not incite students to commit unlawful acts, violate school or district policies, procedures and rules, or disrupt the orderly operation of the schools.

- Not directly conflict with district programs or negatively impact district enrollment (Example: flyers for programs that conflict with the district school year or for schools outside of Seattle Public Schools).
- Not imply the school district's endorsement of any identified organization, product, service, event, or information.
- Not contain language that is intimidating, demeaning, harassing, or threatening on the basis of race, religion, color, national origin or ancestry, sex, gender identity, sexual orientation, age, disability, marital or veteran status, including, but not limited to racial, sexual, or ethnic slurs.
- Not contain language or content proselytizing or disparaging religion.
- Not promote any particular political interest, candidate, party, or ballot measure.
- Not be lewd, obscene, vulgar, and/or defamatory.
- Not advertise, sell or promote a product or commercial enterprise.
- Not promote the use or sale of materials or services that are illegal or inconsistent with the educational mission of the district.

The Public Affairs division reviews and determines whether submitted flyers are approved for distribution. The district website further describes the process for organizations to submit digital flyers and the district's process for reviewing flyers and verifying the submitting organization's status as an official school parent organization, nonprofit, or governmental entity.

Organizations and government entities that approach individual schools with requests to distribute materials to students should be directed to the district office, website, or this procedure.

The district and/or a third-party vendor to the district may charge a service fee for the distribution of information. This service fee is typically much less than the cost to copy and deliver paper flyers to schools.

Flyers approved for digital distribution will be distributed via email to families who have provided their email address and not opted out. More information about updating communication and subscription preferences is provided on the district website.

Approved: September 2011

Revised: September 2023

Cross Reference: Policy Nos. 2340; 4000; 4010; 4060; 4237