Policy 513

I. Definitions

A. **Distribution**: The dissemination and/or communication to students, parents, or the community through print, electronic, or other media. Distribution methods may include: physical distribution (through take-home folders, backpacks, or similar manners); display of materials (on bulletin boards, tables, display racks, or similar tools) in commonly used areas (such as office or volunteer areas); electronic distribution through official Frederick County Public Schools (FCPS) media platforms, such as official FCPS websites, social media, email, or FCPS TV. (Cross-reference Board of Education Policy 115 Responsible Use of Social Media and FCPS Regulation 100-08 Responsible Use of Social Media).

B. **FCPS Partners**: Organizations that have formalized, written, and signed FCPS Partnership Agreements developed with FCPS or FCPS schools. FCPS Partnership Agreements specify mutually beneficial objectives identified by FCPS and partners. FCPS Partnership Agreements necessarily and by design and definition support FCPS’ educational mission.

C. **Informational Materials**: Information for students, parents, or school communities regarding educational, extracurricular, or health or safety matters, or community activities that support FCPS’ educational mission. Informational materials do not include materials that advertise or promote any commercial or political entity, advocacy group, individual, or outside organization.

II. Procedures

A. Distribution of Informational Materials from FCPS, Parent Teacher Associations (PTAs), Booster Clubs, and Governmental Agencies

1. Building-level administrators may approve the distribution of informational materials from the following organizations: a) FCPS; b) FCPS schools; c) FCPS school-sponsored extracurricular groups (cross-reference Board Policy 509 Extracurricular Activities); d) nationally affiliated PTAs operating within FCPS; e) the PTA Council of Frederick County; f) parent-teacher organizations that operate in lieu of nationally affiliated PTAs; g) school-based booster clubs; and h) federal, state, or local governmental entities.
2. Authorized representatives of the above-specified organizations may send informational materials directly to school administrators by mail or email. Contact information for school administrators is on the FCPS website.

3. Pending the approval of building-level administrators, informational materials from the above-specified organizations may be distributed directly to students in all FCPS schools in a manner the school designates at any time during the school year.

4. The organization requesting distribution of printed informational materials directly to students through take-home folders, backpacks, or a similar manner must collate the materials into stacks of 30 and deliver the materials to the requested schools to facilitate distribution.

5. If the above-specified organizations seek to send materials to multiple schools, requests may be submitted in PDF format to community.materials@fcps.org for approval to distribute.

B. Distribution of Informational Materials from FCPS Partners

1. Authorized representatives of FCPS Partners must send informational materials directly to the FCPS point of contact specified in their signed FCPS Partnership Agreement for approval to distribute.

2. Schools may distribute informational materials from FCPS Partners directly to students in the manner and on the schedule specified in each partner’s signed FCPS Partnership Agreement.

3. If FCPS partners seek to send materials to multiple schools, requests may be submitted in PDF format to community.materials@fcps.org for approval to distribute.

C. Distribution of Informational Materials from All Others

1. All requests must be submitted for approval in PDF format to community.materials@fcps.org

2. FCPS will inform requestors whether their informational materials have been approved or disapproved for distribution (or inform requestors of changes that must be made to materials in order for them to be approved).

3. FCPS will distribute approved informational materials on a quarterly basis (on or before four dates each school year).
Informational materials must be submitted for approval on or before | Submitters will be notified of approval/disapproval on or before | Approved materials will be distributed on or before
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August 1 | August 15 | August 23
October 1 | October 15 | October 31
January 1 | January 15 | January 31
April 1 | April 15 | April 30

4. FCPS will not approve the distribution of informational materials submitted after each submission deadline within a given quarter.

5. Materials displayed in a school will remain on display for a minimum of three (3) school days. Remaining materials will be recycled.

D. Mandatory Disclaimer for All Community Informational Materials

1. With the exception of informational materials being distributed by FCPS, individual FCPS schools, and/or FCPS school-sponsored extracurricular groups, and with the exception of informational materials that are sponsored or endorsed by the Board of Education, the Superintendent, FCPS, or an FCPS school, the organization requesting distribution of informational materials must include a disclaimer on all materials to be distributed.

2. If the materials are in English, the following disclaimer must be present: “These materials are neither sponsored nor endorsed by the Board of Education of Frederick County, the Superintendent, FCPS, or any FCPS school.” The font size is required to be no less than an eight-point font.

3. If the materials are in Spanish, the following disclaimer must be present: “Estos materiales no están patrocinados ni respaldados por la Junta de Educación del Condado de Frederick, la Superintendente, FCPS, o cualquier escuela de FCPS.”

4. If the materials are in English and Spanish, the disclaimer must appear in both languages.

5. For any other language, translation is provided accordingly based on the targeted school population.

E. Exceptions

1. If FCPS approves informational materials for distribution, FCPS has the right to determine the most appropriate method of distribution (though FCPS will consider, among other things, a requestor’s preferred method of distribution).
2. To prevent official FCPS electronic platforms from generating spam, FCPS has the right to deliver only the types of electronic messages that subscribers opt to receive.

3. FCPS has the right to differentiate how materials are distributed at the elementary level based on the age appropriateness of the material or legal restrictions.

4. This regulation does not apply to employee benefit information and materials disseminated to FCPS employees from approved vendors.

Approved:

Original signed by

Theresa R. Alban
Superintendent