

A. Purpose

To provide guidance to community organizations regarding how to prepare and submit informational materials for distribution.

B. Background

None.

C. Definitions

1. “Distribution” is defined as the dissemination and/or communication to students, parents, or the community through print or electronic materials provided by community organizations/agencies. The method of distribution for electronic flyers from community organizations/agencies will be via a Public Affairs recommended/approved platform.
2. “Systemic Partners” is defined to mean organizations/agencies that have formalized, written, and signed Systemic Partnership Agreements developed with FCPS. Systemic Partnership Agreements specify mutually beneficial objectives identified by FCPS and partners. Systemic Partnership Agreements by design and definition support FCPS’ educational mission.
3. “School Partners” is defined to mean organizations/agencies that have formalized, written, and signed School Partnership Agreements developed with an FCPS school(s). School Partnership Agreements specify mutually beneficial objectives identified by the school and partner(s). School Partnership Agreements by design and definition support FCPS’ educational mission.
4. “Informational Materials” is defined to mean information for students, parents or guardians, or school communities regarding educational, extracurricular, 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.
5. “Non-Electronic Informational Materials” is defined to mean information that is in a format which is not supported by the Public Affairs recommended/approved platform nor can be shared electronically.

D. Procedures

1. **School Specific Electronic Materials: Distribution of Informational Materials from FCPS, Parent Teacher Associations (PTAs), and Booster Clubs**

- a. Building-level administrators may approve the distribution of informational materials from the following organizations:
 - i. FCPS;
 - ii. FCPS schools;
 - iii. FCPS school-sponsored extracurricular groups (*see [Board Policy 509, Extracurricular Activities](#)*);
 - iv. Nationally affiliated PTAs operating within FCPS;
 - v. The PTA Council of Frederick County;
 - vi. Parent-teacher organizations that operate in lieu of nationally affiliated PTAs; and
 - vii. School-based booster clubs.
- b. Authorized representatives of the above-specified organizations may send informational materials directly to the Public Affairs recommended/approved platform for approval at the school level. Contact information for school administrators is on the FCPS website.
- c. Upon approval from building-level administrators, informational materials from the above-specified organizations may be distributed via the Public Affairs recommended/approved platform to members of that school’s community.

2. Systemic Electronic Materials: Distribution of Informational Materials from Systemic Partners and Other Requestors

- a. Public Affairs may approve the distribution of informational materials from the following types of organizations:
 - i. Community based athletic or extracurricular;
 - ii. Academic and enrichment; and
 - iii. Federal, state, or local government entities; as well as organizations that support FCPS’ educational mission.
- b. The Public Affairs Department will approve information from Systemic Partners and other requestors via the Public Affairs recommended/approved platform.

3. Non-Electronic Informational Materials Distribution

- a. All requests must be submitted for approval to community.materials@fcps.org.
- b. FCPS will inform requestors whether their informational materials have been approved or disapproved for display (or inform requestors of changes that must be made to materials in order for them to be approved).
- c. FCPS will display approved non-electronic informational materials from non-systemic or non-school partners 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 displayed on or before:
August 1	August 15	August 23
October 1	October 15	October 31
January 1	January 15	January 31

April 1	April 15	April 30
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- d. FCPS will not approve the display of informational materials submitted after each submission deadline within a given quarter.
- e. Materials displayed in a school will remain on display for a minimum of three (3) school days. Remaining materials will be recycled.
- f. Systemic and School Partners may distribute non-electronic informational materials at any time after approval via the distribution of informational materials process.

4. Mandatory Disclaimer for All Community Informational Materials

- a. 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.
- b. 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.
- c. 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.”
- d. If the materials are in English and Spanish, the disclaimer must appear in both languages.
- e. For any other language, translation is provided accordingly based on the targeted school population.

5. Exceptions

- a. If FCPS approves informational materials for distribution, FCPS has the right to determine the most appropriate method of distribution.
- b. 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.
- c. 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.
- d. This regulation does not apply to employee benefit information and materials disseminated to FCPS employees from approved vendors.

E. Related Information

- 1. Board Policy
 - a. [Policy 509](#), *Extracurricular Activities*
 - b. [Policy 513](#), *Distribution of Informational Materials*
- 2. **FCPS Resources**
 - a. [FCPS Public Affairs – Distribution of Informational Materials Webpage](#)

F. Regulation History (Maintained by Legal Services)

<i>Responsible Office</i>	Public Affairs
Adoption Dates	11/15/23
Review Dates	
Revision Dates	01/18/24; 07/01/24