



Distribution of Information Administrative Practice

Effective: July 1, 2017

Loudoun County Public Schools (LCPS) transitioned from distributing paper flyers in student backpacks to an electronic flyer distribution system in October 2016. The electronic system saves paper and printing costs. It also saves time on the part of employees who no longer need to count out flyers and stuff student folders. For parents without Internet access, a small stack of paper flyers remains available in the school's front office.

The sole purpose of the digital eflyer platform is for LCPS to convey its information and express its messages to students and parents concerning LCPS, school programs, activities, news stories, photos and videos as well as to forward information that is directly related to the K12 educational mission of the school system.

It is not the intent of LCPS to create a public forum or a limited or designated public forum. The digital eflyer platform is solely intended to provide a means for the school to communicate its message to students and parents.

Division Level

The Public Information Office must approve, in advance, any materials potentially distributed or made available via the digital eflyer platform by non-school organizations to the entire Division or to a specific segment of the Division. Approval will only be granted for materials that directly support the LCPS K12 educational mission, are not otherwise prohibited by this policy and are submitted by one of the following organizations:

1. Parent-teacher associations/organizations or booster clubs. Parent teacher associations/organizations and booster clubs may promote commercial enterprises that offer direct financial benefit to the school, for example, through spirit nights or participation in after-school enrichment programs. These items must be included under the "Parent Groups" category when uploaded;
2. Curricular and Non-curricular student clubs/activities sponsored by the school;
3. Federal, State and local governmental units whose primary function is public education;
4. Youth athletic organizations that are registered with the Virginia State Corporation Commission or the IRS as a non-profit;
5. Youth character development non-profit organizations with an office in Loudoun or Fairfax Counties that are registered or have filed an application for recognition as a non-profit with the Virginia State Corporation Commission or the IRS including the Boy Scouts of America, the Girl Scouts of America, Heritage Girls, Indian Scouts and other similar groups;
6. Non-profit groups that promote the health and welfare of children;

7. Colleges, universities and the Armed Forces of the United States solely for recruitment purposes;
8. LCPS Public Schools.

The Public Information Office will verify that submitting organizations have valid nonprofit status prior to the distribution of any materials. Community organizations and government entities, which approach principals with requests, must be directed to the Public Information Office.

Campus Level

Principals must use these guidelines to approve/deny any materials sought to be distributed or made available by parent-teacher associations/organizations or booster clubs that directly relate to the individual school. Any school-sponsored activity to be shared with an audience beyond the sponsoring school must be submitted to Public Information for approval and distribution.

Division & Campus Level

Principals and Public Information staff shall use these guidelines when considering approval decisions for submitted materials. Approval will not be given for materials which:

- exceed two pages in length when printed;
- are likely to cause substantial disruption of, or a material interference with, school instruction or activities;
- are not age appropriate to the educational level of the school;
- endorse or encourage the use of alcohol, tobacco, electronic cigarettes, or any illegal substances;
- contain language that is intimidating, demeaning, harassing or threatening on the basis of race, religion, color, national origin or ancestry, sex, age, disability, marital or veteran status, including, but not limited to, racial, sexual, or ethnic slurs;
- proselytize or disparage any religion (but note that student-led religious non-curricular clubs shall be provided access to the digital eflyer platform on the same basis as all other student non-curricular clubs/activities);
- endorse or encourage any violation of the Student Rights and Responsibilities Handbook;
- are obscene, pornographic, libelous or defamatory;
- promote or advertise commercial enterprises, products or services;
- are a student questionnaire or survey;
- are copyrighted other than by the author of the material submitted;
- advocate the commission of a criminal act or promote the unlawful possession of weapons, promotes illegal gambling, or encourages the violation of law or School Board policies;

- advocate (1) the election or defeat of any candidate; (2) the passage or defeat of any referendum question or (3) the passage or defeat of any matter pending before a local school board, local governing body, the General Assembly or Congress.

Materials submitted for distribution must clearly indicate their source and must include the following statement: **“This activity is not sponsored or endorsed by Loudoun County Public Schools”** on each page of the materials.

Legal Refs.:

Code of Virginia, 1950, as amended, §§ 22.1-70, 22.1-78, 22.1-79.3, 22.1-79.5, 22.1-131, 22.1-279.6 and 22.1-293(B-D).