I-21: Administrative Procedures
School Media and Publications

SALT LAKE CITY SCHOOL DISTRICT
Your Best Choice

REFERENCES

Board Policy I-21

DEFINITIONS

Distribution: Circulation or dissemination of material by means of handing out free copies, selling or offering copies for sale; posting or displaying material in a building; placing materials in mailboxes; or, when appropriately approved, posting on the Internet (including school media).
School Media: "School media" includes, but is not limited to, the school public address system, school webpages, school social media pages, notices and signs posted in school buildings or on school property, and handouts or fliers distributed on school property or via online means.
School Publications: School publications are any publications, such as newspapers, yearbooks, or literary magazines that may be prepared in regularly scheduled classes and are a component of the curriculum approved by the board.

PROCEDURES FOR IMPLEMENTATION

I. Written Standards

A. Consistent with the parameters established in board policy and the following procedures, each principal should consult with their School Community Council ("SCC") to develop standards for accessing school media and publications.
B. If any school media or publication provides an opportunity for a group to announce an upcoming event or activity, a similar opportunity must be made available to other similarly-situated groups.
C. Principals, in consultation with their SCCs, may decide to limit the type of school media that will be used to distribute promotional materials.
D. No school media or publication may include content which:
   1. is deemed to be lewd, obscene, vulgar, libelous, factually inaccurate, poor quality, or in any other way inappropriate or unsuitable for a student audience;
   2. violates state law or board policy; or
   3. would create a clear and present danger for any person, or an immediate and substantial disruption of the normal operation of the school.

II. School Media

A. School media restrictions
   1. Any distribution of materials through school media should support the board's vision of Excellence and Equity: every student, every classroom, every day.
   2. School media may not be used to distribute materials recruiting district employees or advertising job openings for outside organizations or companies.
   3. Distribution of other promotional information or materials is not permitted unless such materials comply with Board Policy G-14: Advertising and its accompanying administrative procedures, they provide recreational or enrichment opportunities for school-aged youth and their families, or provide resources to improve the health and well-being of district students or their families and are submitted from one of the following groups:
      a. parent-teacher organizations associated with our schools;
      b. designated business partners who have a formal partnership or memorandum of understanding with an individual school, with the district, or with the Salt Lake Education Foundation;
      c. local government programs; or
      d. organizations that have been approved as a school's designated charitable fundraising beneficiary.
   4. School media may not be used to raise funds for outside organizations, with the exception of the one approved charitable project per school per year. See, G-27: Administrative Procedures, Fundraising Activities.
B. Social media
   1. Information about designated business partners, SCC approved fundraisers, and free community events that benefit the school community and are hosted by approved groups (see Section II.A.3) may be posted on a school's social media pages. However, no other materials that solicit money or promote commercial activities may be distributed or posted.

C. Fliers and handouts
   1. If an approved organization (see, Section II.A.3. above) wants its materials distributed to district families, the materials must first be approved by the communications and community relations department.
   2. The district uses Peachjar to electronically distribute fliers or handouts to families. Materials must be submitted through www.peachjar.com for review and possible distribution.
      a. There may be a cost associated with electronic flier distribution.
      b. Local community organizations may distribute their digital fliers to district schools at no cost when promoting a free event or activity that does not encourage participants to join a fee-based program and does not include the opportunity to purchase goods or services.
         i. Fee waivers are granted by Peachjar.
         ii. Organizations can request a fee waiver by calling Peachjar at 858-997-2117 ext. 148; the communications and community relations department can provide additional information about requesting a fee waiver.
         iii. Organizations are limited to one fee waiver every 30 days.
   3. If any complaints about the individual school standards and procedures are received, they must be reported to the district communications and community relations department.

D. Public address announcements
   1. Announcements should be conducted in a manner that minimizes their impact on instructional time.
   2. Announcements must be submitted in writing and be pre-approved by the principal or the principal's designee.
   3. Announcements may be edited by the administration for clarity, brevity, and standards of appropriate language in the school setting.
   4. Announcements should be read by a designated person.
   5. Announcements about meetings should be limited to the date, time and place of the meeting, and key topics on the agenda.

E. Posters and notices
   1. Posters and notices posted at a school must be pre-approved by the principal, or the principal's designee, and must carry some designation to indicate approval. Any poster or notice that does not bear the designation of approval must be removed immediately.
   2. All posters and notices must abide by the written standards outlined in Section I above.
   3. Principals may establish a maximum length of time for displaying posters and notices (e.g., one week) and require an expiration date be placed on all displayed materials. Groups who post approved materials are responsible for removing the materials on the expiration date.
   4. The principal may designate specific areas for hanging posters or notices, such as particular bulletin boards, display cases, or student commons areas.
   5. Acceptable posters and notices may be limited in size, number, or format (e.g., text only, no pictures), as long as the standards are consistently applied to all groups.
   6. Guidelines for displaying posters and notices may indicate how materials are to be affixed to walls or bulletin boards (e.g., tape, staples, push pins, etc.), in order to avoid damage to the facility and minimize extra work for custodians.

III. Communicating with Students About School Activities and Events

A. Students must have non-electronic notification of and access to school activities and events, including:
   1. schedule changes;
   2. extracurricular activities;
   3. sporting events; and
   4. the emergency response plans.

B. Students can be notified by electronic means provide electronic notification of school activities and events as if:
   1. the school provides each student with an electronic device; and
   2. the electronic device is capable of receiving electronic notification of and access to school activities and events described in Section III.A.1.a. and b.; or
   3. an emergency, unforeseen circumstance, or other incident arises, and the district or school cannot reasonably provide timely non-electronic notification.

IV. School Publications

A. Content guidelines
   1. School journalists may report on and editorialize about controversial and crucial events in the school, community, nation, and the world. However, school editors and writers must observe the same legal responsibilities as those imposed upon newspapers and other news media.

2. All publications must abide by the written standards outlined in Section I above.
3. Material that stimulates discussion or debate among students or in the community does not constitute the type of disruption that is prohibited.
4. Student staff, under the guidance of the publication sponsor, are responsible for the contents of the student publication. Content must conform to the above requirements, the prevailing community standards, and be approved by the principal or designated staff prior to publication.
5. Administrators have the right, in their sole discretion, to reject or edit the content of any material submitted for publication.
6. Reasonable and equitable opportunities shall be made for inclusion of differing editorial opinions.
7. Content that does not reflect the district's official position or is editorial in nature shall prominently include a disclosure to that effect.

B. Editors will be selected in accordance with the established criteria of each school. Selection criteria will be disclosed before new staff is selected.

C. Errors and omissions do occur in school publications. The district is not liable for any such error or omission unless it is the result of the district's or its employees' intentional or reckless conduct. The only remedy available for an error or omission is the publication of a correction or retraction.

No district employee or student shall be subjected to discrimination in employment or any district program or activity on the basis of age, color, disability, gender, gender identity, genetic information, national origin, pregnancy, race, religion, sex, sexual orientation, or veteran status. The district is committed to providing equal access and equal opportunity in its programs, services and employment including its policies, complaint processes, program accessibility, district facility use, accommodations and other Equal Employment Opportunity matters. The district also provides equal access to district facilities for all youth groups listed in Title 36 of the United States Code, including scouting groups. The following person has been designated to handle inquiries and complaints regarding unlawful discrimination, harassment, and retaliation: Tina Hatch, Compliance and Investigations/Title IX Coordinator, 406 East 100 South, Salt Lake City, Utah 84111, (801) 578-8388. You may also contact the Office for Civil Rights, Denver, CO, (303) 844-5695.