

MSDWT
Distribution of Information Procedures and Guidelines

General Statement

The MSDWT District Office as well as individual schools receives frequent requests to distribute information to students. Materials approved by the Director of Secondary Education, Director of Elementary Education, Assistant Superintendent, or Superintendent may be provided to students and families according the guidelines below.

Principals will be notified of all District or District-Affiliated Informational Material pre-approved for distribution.

All other requests for distribution of information must be submitted to the Director of Communications of the MSD of Washington Township.

The method of distribution will be stipulated on the Request for Distribution of Information Form. If approved, the organization or individual may not deviate from the approved methods of distribution without District approval of an additional Request for Distribution of Information Form.

Materials received for potential distribution will be classified into one (1) of the following categories:

- 1. Pre-Approved District or District-Affiliated Informational Material**
- 2. Advertising and Promotional Materials – Not For Profit Organizations**
- 3. Advertising and Promotional Materials - For Profit Organizations**
- 4. Curricular Materials**
- 5. Scholarship Materials**
- 6. Tickets**

Category	Description and Examples	Requirements	Allowed Methods of Distribution The methods listed are not a guaranteed method of approved distribution – if approval is granted, specific methods will be specified.
1. Pre-Approved District or District-Affiliated Informational Material	<p>Distribution of information materials to students by the District, community organizations, or individuals shall be limited to those materials and represent opportunities for students which will contribute to the educational, cultural, or physical development of students enrolled in the District, and is not adverse to any interest of the District or community partners of the District.</p> <p>Examples of organizations in this category include:</p> <ul style="list-style-type: none"> • School Sponsored Organizations and Clubs including: Fine Arts, Athletics, Quiz Bowl, Math Bowl, Destination Imagination, Student Council • PTO Organizations • Music and Athletic Parent Booster Groups • North Central Swim Club • Panther Youth Basketball • Panther Youth Football • Panther Youth Soccer • Boy Scouts • Girl Scouts • 4-H 	When a District community organization, is granted pre-approval status, the exact nature of materials as well as method of distributing materials will be stipulated in the pre-approval. If the organization or individual wishes to distribute information in a manner inconsistent with the pre-approval, the organization or individual must receive additional approval prior to distribution of information.	<ul style="list-style-type: none"> • Individual student flyers (Elementary Only) • Brief statements in school newsletters • Brief statements in district publications • Small yard signs on school or district property • Signage at school events • Presence at school events such as open houses, and meet the teacher nights • Presence at school events such as open houses, and meet the teacher nights •
2. Advertising and Promotional Materials – Not For Profit Organizations	This category includes group 501c3 organizations within the boundaries of the MSD of Washington Township or 501c3 organizations with direct ties or connections with MSDWT	Organizations and individuals will be required to provide a current and valid 501c3 registration	<ul style="list-style-type: none"> • Brief statements in school newsletters

	<p>schools, or support organizations such as booster and PTO groups.</p> <p>Examples of organizations in this category include:</p> <ul style="list-style-type: none"> • Community Food Banks • Community Holiday Food Drives or other Seasonal Charity Groups • Habitat for Humanity • Red Cross • Indianapolis Children’s Museum • Community Arts Organizations • Girls Inc. 	<p>number. The number will be verified prior to approval of materials for distribution.</p> <p>501c3 organizations will not automatically be approved.</p> <p>For profit business partnerships concealed as 501c3 organizations events, such as holding events in conjunction with or on the premises of for profit businesses in combination with discounted memberships, trial memberships, or discounted products, will not be approved.</p> <p>The MSDWT will adhere to School Board Policy as well as state and federal law regarding the advertising of religious materials on school property or using school property or resources to promote a religious position.</p>	<ul style="list-style-type: none"> • Brief statements in district publications • Small yard signs on school or district property • Presence at school events such as open houses, and meet the teacher nights
<p>3. Advertising and Promotional</p>	<p>For profit groups and businesses materials will not be approved for distribution unless materials are connected to Curricular</p>	<p>For profit business partnerships concealed as 501c3 organizations</p>	<p>In most cases, requests for distribution of information</p>

<p>Materials - For Profit Organizations</p>	<p>Material, Tickets, or the business has a formal sponsorship agreement with the school or District.</p> <p>Examples of For Profit Organizations include:</p> <ul style="list-style-type: none"> • Any LLC • Any organization, group, individual, or business with a .com extension as the web address (unless 501c3 registration is verified) • Any employee requesting distribution of information on behalf of a LLC, corporation, or .com entity 	<p>events, such as holding events in conjunction with or on the premises of for profit businesses in combination with discounted memberships, trial memberships, or discounted products, will not be approved.</p>	<p>in this category will be denied.</p>
<p>4. Curricular Materials</p>	<p>Examples of Curricular Materials include:</p> <ul style="list-style-type: none"> • Reading Programs sponsored by universities or 501c3 organizations • Student Safety programs such as teen driver programs • Health/Science Related Programs • Indiana Department of Education Initiatives • Information from Educational Services Companies contracted by the MSDWT (Lexia, MyOn Reading) 	<p>Organizations requesting distribution of Curricular Material must represent the interests of the District.</p> <p>Organizations representing or providing “concealed” advertising of For Profit businesses (enticing memberships or visits to the business for discounts) will be denied.</p> <p>Curricular Materials may contain advertising of For Profit businesses as it is understandable that the 501c3 requesting distribution may have secured funding or sponsorships for their programs. If, however, the</p>	<ul style="list-style-type: none"> • Backpack flyers • Brief statements in school newsletters • Brief statements in district publications • Small yard signs on school or district property • Signage at school events • Presence at school events such as open houses, and meet the teacher nights • MSDWT Staff communications (all school or all district email) • District Website • School Website

		businesses represented in the materials includes alcohol, tobacco, or contains information inconsistent with District Policy, the request for distribution will be denied.	
5. Scholarships	<p>Examples of Scholarship Material includes:</p> <ul style="list-style-type: none"> • Scholarship information offered by businesses or 501c3 organizations holding a relationship with the District (such as Ring and Senior Announcement Companies, Athletic Apparel Companies, businesses with formal District Partnerships • College Board Materials • ACT Materials 		<ul style="list-style-type: none"> • Backpack flyers • Brief statements in school newsletters • Brief statements in district publications • Small yard signs on school or district property • Signage at school events • Presence at school events such as open houses, and meet the teacher nights • MSDWT Staff communications (all school or all district email) • District Website • School Website
6. Tickets	<p>Tickets include:</p> <ul style="list-style-type: none"> • Passes to District Concerts • Tickets to District Athletic Events • Tickets to Performances – provided by 501c3 organizations, District Schools, or the District 	Tickets may contain advertising, but only to the extent that the advertising meets the requirements of	<ul style="list-style-type: none"> • Backpack flyers • Brief statements in school newsletters

	<ul style="list-style-type: none"> • Passes to Amusement Parks – provided by 501c3 organizations, District Schools, or the District 	<p>District Policy, as well as state or federal law.</p> <p>Groups requesting the distribution of tickets in order to entice families' patronage of business (free item for an elementary student knowing that the parent would be required to bring the student to the business, or offering a free item, but only with a purchase of another item) will not be approved.</p> <p>Providing tickets with the sole reason of advertising a For Profit entity will not be approved.</p>	<ul style="list-style-type: none"> • Brief statements in district publications • Small yard signs on school or district property • Signage at school events • Presence at school events such as open houses, and meet the teacher nights • MSDWT Staff communications (all school or all district email)
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