



# Pajaro Valley Unified School District Flyer Approval and Distribution Process

PVUSD cooperates with community groups and organizations that sponsor activities of an educational/enrichment nature for students by distributing materials electronically via PeachJar. **PVUSD allows flyer distribution only for non-profit organizations.** As part of our efforts to be more environmentally friendly, embrace innovative technology and maintain fiscal responsibility, we have transitioned from paper to electronic flyer delivery using PeachJar, a **free** flyer management system. Electronic flyers reach every parent who has a registered email with PVUSD through PeachJar.

Organizations that wish to distribute **hardcopies** of their flyer in addition to the electronic distribution have two options:

1) deliver to the site or, 2) deliver to the District Office reception for distribution to sites.

Hardcopies delivered to a school site **MUST** show proof of flyer approval.

Please group flyers in sets of 25 for elementary schools and sets of 30 for secondary schools.

## Submission Criteria

The Office of the Chief Business Officer provides the final approval for all flyers. Flyers for site-sponsored activities must be approved by the site Principal or site Administrator prior to being submitted for review and approval through the system. For questions regarding flyer approval process, contact Veronica Moran in the Business department at [veronica\\_moran@pvusd.net](mailto:veronica_moran@pvusd.net). To request approval, follow the steps below.

1. Visit: [www.peachjar.com](http://www.peachjar.com)
2. Register as an Enrichment Provider (account type)
3. Upload your flyer and submit for final approval

### A. Required Information:

Flyers will be approved **only if** they contain the following information or meet specified criteria:

1. The name and contact information of the sponsoring, non-profit entity
2. The date, time and location of the event (if applicable)
3. Information in English and Spanish
4. Site-sponsored activities have been approved by the site administration
5. Activities promoted benefit our students/families
6. Flyers that are about program or events focused on youth and youth education
7. Submitting agency is a recognized youth focused, non-profit organization
8. Flyers that are nondenominational in nature
9. Flyers that do not disrupt the educational process, violate the rights of others, include material that is defamatory, invade the privacy of others, infringe on a copyright, or are obscene, vulgar or indecent
10. The following disclaimer in bold, minimum 10-point font is included on the flyer:

***"This is not a Pajaro Valley Unified School District sponsored program or activity. Any opinions expressed are not necessarily those of the District or school personnel. The District accepts no liability or responsibility for this program or activity."***

### B. Prohibited Content:

Flyers will be reviewed for approval to ensure compliance with PVUSD Board Policies. PVUSD may consider the educational value of the materials or advertisements, the age or maturity of students in the intended audience, and whether the materials or advertisements support the basic educational mission of the district, directly benefit the students or are of intrinsic value to the students or their parents/guardians. PVUSD will not accept for distribution any flyers that:

1. Are obscene, libelous or slanderous;
2. Incite students to commit unlawful acts, violate school rules or disrupt the orderly operation of the schools;
3. Promote any particular political interest, candidate, party or ballot measure;
4. Promote or discourage religion;
5. Discriminate against, attack or denigrate any group on account of any unlawful consideration;
6. Promote the use or sale of materials or services that are illegal or inconsistent with school objectives, including but not limited to materials or advertisements for tobacco, intoxicants, and movies or products unsuitable for children;
7. Solicit funds or services for an organization, with the exception of solicitations authorized in Board policy; or
8. Distribute unsolicited merchandise for which an ensuing payment is requested

### C. Compliance with Applicable Laws:

The District will reject flyers that do not comply with federal or state law, District Board Policies, or identified criteria. Flyers should not contain any personally identifiable information of District students, including names, addresses, phone numbers, email addresses, and photographs.