

**COMMUNITY RELATIONS**

**AR 1325 – Procedure for Distribution of Public Information Materials**

Community based agencies, governmental agencies, or other groups may submit promotional materials for distribution to EDCOE Schools/Programs. All materials must meet the requirements as stated in SP 1325. Materials to be distributed shall demonstrate an educational benefit and/or relevance to the EDCOE mission.

*Materials to be distributed by or under the sponsorship of the Superintendent shall not include:*

- *Any material that is offensive, libelous, or slanderous, or which incites students to commit unlawful acts, violates school/programs, rules, or disrupts the school's/program's orderly operation.*
  - *Any material that attacks or denigrates any group on account of sex, race, color, sexual preference, religion, ancestry, national origin, handicap, or disadvantage.*
  - *Any material that promotes or endorses a particular religious belief or any religious tract material.*
1. Materials from community based agencies, governmental agencies, or other groups for Program distribution shall be approved by the appropriate Executive Director.
  2. Materials from community based agencies, governmental agencies, or other groups for EDCOE wide distribution shall be approved by the Deputy or Associate Superintendent.
  3. Advertising of commercial products or services shall be approved by the Superintendent or designee (see items #1 and #2 above), with the following exceptions:
    - a. Commercial vendors advertising benefits/information to employees may be done through bargaining unit membership (contact bargaining unit directly).
    - b. Flyers/materials from commercial vendors may be made available to staff in lunch rooms/staff lounges.
    - c. Information from commercial vendors that offer benefits/interest to EDCOE employees may be included in the EDCOE newsletter or via electronic means (email newsletter) or be made available to employees at the employee picnic or similar event.
  4. All informational materials to be distributed shall bear the name, contact location, and telephone number of the sponsoring group.
  5. Approved materials may be disseminated (as appropriate):
    - a. by Program; and/or
    - b. via the EDCOE employee newsletter; and/or
    - c. in a central location (i.e.: Program Office, Reception area); and/or
    - c. posted on bulletin boards.

6. Agencies should allow a minimum of three (3) working days to obtain approval.
7. It is the responsibility of the requesting agency to provide the desired number of copies of the flyer for distribution.
8. Programs may consider using the following disclaimer language when distributing materials:

*“This flyer is being sent to you solely as a courtesy to the agency involved. The views of this group do not necessarily represent the views of the El Dorado County Office of Education.”*
9. Flyers will be routed via the Front Desk receptionist. A copy each flyer will be kept in the Human Resources office for the period of one fiscal year.