



**Department of Communications  
Administration Center**  
1810 North Grant Street  
Lebanon, IN 46052

Phone: 765-482-0380  
[www.leb.k12.in.us/communications](http://www.leb.k12.in.us/communications)

## **REQUEST TO DISTRIBUTE INFORMATION GUIDELINES**

The LCSC Administration Center, as well as individual schools, receive frequent requests to distribute information to students. In order to ensure equitable distribution for students, families, employees, and community groups, LCSC has developed a process to streamline requests, known as Request for Distribution.

The Request for Distribution Form must be submitted by outside groups as well as district employees seeking promotion of fundraisers, special events, and/or any programming outside of the scope of prescribed job duties. Eligible outside groups include, but are not limited to, governmental entities, for-profit organizations and businesses, non-profit organizations, and youth sports leagues.

The Board of Trustees explicitly prohibits direct distribution of information to students in accordance with Policies #5722, #8800, and #9700. The LCSC Director of Communications will notify building principals of all district-affiliated materials pre-approved for distribution, as well as approved distribution methods for new material. Any additional requests, including inter-district, should be directed to the Request for Distribution Form and/or the LCSC Communications Department.

### **Submission Requirements**

The Request for Distribution Form is available on the district website ([www.leb.k12.in.us/communications](http://www.leb.k12.in.us/communications)) and can be submitted as an electronic form, along with relevant materials. Prior to submitting the Request, please review the following requirements:

- The Request for Distribution Form should be submitted at least five days prior to the start of desired distribution timeline.
- The flyer/material must not exceed an 8.5x11" printed area. If the material is submitted electronically, the attachment must be in a PDF or JPG format.
- The flyer/material must be of quality for optimal image resolution.
- Additional specifications may apply; please refer to *Distribution Methods* to ensure your request meets these guidelines.



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### Categories

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

1. Pre-approved District or District-Affiliated Informational Material
2. Fundraising, Advertising, and/or Promotional Materials (District-Affiliated and Non-profit Organizations)
3. Advertising and Promotional Materials (For-profit Organizations)
4. Curricular Materials
5. Scholarship Materials
6. Tickets

<b>Category</b>	<b>Description and Examples</b>	<b>Requirements</b>	<b>Allowed Methods of Distribution</b> <i>The methods listed are not a guaranteed method of approved distribution – if approval is granted, specific methods will be specified.</i>
1. Pre-Approved District or District-Affiliated Informational Material	Distribution of information materials to students by LCSC, 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 LCSC, and does not conflict with any interest of the LCSC or community partners of the LCSC.  Examples of organizations in this category include: <ul style="list-style-type: none"> <li>• School-sponsored Organizations and Clubs including: Fine Arts, Athletics</li> <li>• Lebanon Educational Foundation</li> <li>• PTO Organizations</li> <li>• Music and Athletic Parent Booster Groups</li> <li>• Boy Scouts</li> <li>• Girl Scouts</li> <li>• 4-H</li> </ul>	When a group 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"> <li>• Community Folder</li> <li>• Individual flyers</li> <li>• Presence at school events</li> <li>• Signage on school property</li> <li>• Skyward Message Center</li> <li>• Social media (native posts and/or re-shared content on tagged district and/or school social media accounts)</li> <li>• Staff Email</li> <li>• Website announcement</li> </ul>



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<p>2. Fundraising, Advertising, and/or Promotional Materials (District-Affiliated and Not-For-Profit Organizations)</p>	<p>This category includes group 501c3 organizations within the boundaries of the Lebanon Community School Corporation or 501c3 organizations with direct ties or connections with LCSC schools, or support organizations such as booster and PTO groups.</p> <p>Examples of organizations in this category include all fundraisers pertaining to organizations in category 1, as well as:</p> <ul style="list-style-type: none"> <li>• Lebanon and/or Zionsville Boys and Girls Club</li> <li>• Witham Family YMCA</li> <li>• Community Food Banks</li> <li>• Community Holiday Food Drives or other Seasonal Charity Groups</li> <li>• Habitat for Humanity</li> <li>• Red Cross</li> <li>• Community organizations</li> </ul>	<p>Organizations and individuals will be required to provide a current and valid 501c3 registration 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>LCSC 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"> <li>• Community Folder</li> <li>• Individual flyers</li> <li>• Presence at school events</li> <li>• Signage on school property</li> <li>• Skyward Message Center</li> <li>• Social media (re-shared content on tagged district and/or school social media accounts only)</li> <li>• Staff Email</li> <li>• Website announcement</li> </ul>
<p>3. Advertising and Promotional</p>	<p>For-profit groups and businesses materials will not be approved for</p>	<p>For-profit business partnerships</p>	<p>In most cases, requests for distribution of</p>



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<p>Materials (For-Profit Organizations)</p>	<p>distribution unless materials are connected to Curricular 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"> <li>• Any LLC</li> <li>• Any organization, group, individual, or business with a .com extension as the web address (unless 501c3 registration is verified)</li> <li>• Any employee requesting distribution of information on behalf of a LLC, corporation, or .com entity</li> </ul>	<p>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>information 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"> <li>• Reading Programs sponsored by universities or 501c3 organizations</li> <li>• Student Safety programs such as teen driver programs</li> <li>• Health/Science Related Programs</li> <li>• Indiana Department of Education Initiatives</li> <li>• Information from Educational Services Companies contracted by LCSC</li> </ul> <p>Only LCSC employees are permitted to submit requests in this category.</p>	<p>Organizations requesting distribution of Curricular Material must represent the interests of LCSC.</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</p>	<ul style="list-style-type: none"> <li>• Community Folder</li> <li>• Individual flyers</li> <li>• Presence at school events</li> <li>• Signage on school property</li> <li>• Skyward Message Center</li> <li>• Social media (re-shared content on tagged district and/or school social media accounts only)</li> <li>• Staff Email</li> <li>• Website announcement</li> </ul>



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		<p>funding or sponsorships for their programs. If, however, the businesses represented in the materials includes alcohol, tobacco, or contains information inconsistent with District Policy, the request for distribution will be denied.</p>	
5. Scholarships	<p>Examples of Scholarship Material includes:</p> <ul style="list-style-type: none"> <li>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</li> <li>College Board Materials</li> <li>ACT Materials</li> </ul>		<ul style="list-style-type: none"> <li>Community Folder</li> <li>Individual flyers</li> <li>Presence at school events</li> <li>Signage on school property</li> <li>Skyward Message Center</li> <li>Social media (re-shared content on tagged district and/or school social media accounts only)</li> <li>Staff Email</li> <li>Website announcement</li> </ul>
6. Tickets	<p>Tickets include:</p> <ul style="list-style-type: none"> <li>Passes to District Concerts</li> <li>Tickets to District Athletic Events</li> <li>Tickets to Performances – provided by 501c3 organizations, District Schools, or the District</li> <li>Passes to Amusement Parks – provided by 501c3 organizations, District Schools, or the District</li> </ul>	<p>Tickets may contain advertising, but only to the extent that the advertising meets the requirements of District Policy, as well as state or federal law.</p> <p>Groups requesting the distribution of tickets in order to entice families' patronage of</p>	<ul style="list-style-type: none"> <li>Community Folder</li> <li>Individual flyers</li> <li>Presence at school events</li> <li>Signage on school property</li> <li>Skyward Message Center</li> <li>Social media (re-shared content on tagged district</li> </ul>



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		<p>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>	<p>and/or school social media accounts only)</p> <ul style="list-style-type: none"> <li>• Staff Email</li> <li>• Website announcement</li> </ul>
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## **DISTRIBUTION METHODS**

The following methods are the only approved distribution methods. Partial or full approval may be granted. Upon approval, distributors are responsible for providing all materials (including text and graphics for electronic methods and/or printed copies) as well as adhering to the guidelines below:

### **Community Folder**

The Community Folder is a feature of the LCSC website where approved materials will be posted electronically. On a regular basis, we will remind students and parents to check the Community Folder. The District will also regularly promote the Community Folder information on social media.

### **Individual Flyers**

Distributor provides all materials/copies and drops off at each school during school hours. Material will be placed in the front office(s) until the event and/or deadline has passed; it will then be recycled. Distributors are not permitted to give information directly to students.

### **Presence at School Events**

Information may be distributed from a designated area at school open houses or other scheduled events for students, staff, and/or families. The school will provide a designated area (e.g. cafeteria) and inform visitors of the location. In general, approval will be granted for one event per school per year.

### **Signage on School Property**

Signage may be provided for specific school events. Unless explicitly stated, approval is for signage on the day of the event only. The distributor is responsible for set-up and removal immediately before and after the event. Signs removed by LCSC become property of the district and may not be returned.

### **Skyward Message Center**

The Skyward Message Center allows administrators to post information, including attachments, to inform parents about upcoming school and classroom events. Only designated LCSC users are permitted to post information to the Skyward Message Center. In general, approval will be limited to one notification per organization per year.

### **Social Media**

Information may be shared by official district and/or school social media accounts. "Native" posts are created by the district and/or school and are limited to Category 1:



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Pre-approved District or District-Affiliated Material. “Shared” posts must tag the district account(s), and will be re-shared accordingly.

### **Staff Email**

The LCSC Insider is a weekly emailed newsletter for all LCSC employees, delivered on Fridays (August-May); this is the preferred method of all-staff communication. All-staff emails (e.g. LCSC-all) is limited to extenuating circumstances only and will rarely be approved. Distributors may elect or be approved to distribute to staff only.

### **Website Announcement**

Announcements may be posted on district and/or school website homepages.