



# UCSD “Flyer Hub” Guidelines

All flyers distributed to students, parents, staff, and community members must be approved by the Superintendent of Schools or designee prior to being posted on the “Flyer Hub” section of the UCSD website. Suitability and approval are at the discretion of the District. Flyers must adhere to the content guidelines and follow the flyer submission process outlined below.

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## GUIDELINES FOR FLYER CONTENT

- Materials promoting an event or activity from non-profit or for-profit organizations may be submitted for review; only materials from organizations may be submitted (not materials from an individual providing a service).
- Materials promoting fundraising events will only be posted if the funds raised directly support education in the Urbandale Community School District.
- Any non-profit or for-profit organization’s activities that directly compete with activities offered by Urbandale Community Education will not be posted.
- Content must be informative and age-appropriate.
- Promotional material containing any of the following will not be posted:
  - Is obscene to minors;
  - Is libelous;
  - Contains indecent, profane, lewd, or vulgar language;
  - Advertises or promotes any product or service not permitted to minors by law (this shall not be interpreted to prohibit a student from advocating for a change in the law, however);
  - Endangers the health or safety of another person;
  - Constitutes insulting or fighting words, the very expression of which injures or harasses other people (e.g. threats of violence, defamation of character or of a person's race, color, religion, creed, sex, gender identity, ethnic background, national origin, disability, or sexual orientation);
  - Presents a clear and present likelihood that, either because of its content or the manner of distribution, it will cause a material and substantial disruption of the proper and orderly operation and discipline of the school or school activities, will cause the commission of unlawful acts or the violation of lawful school regulations.
  - Content must include the name of the sponsoring entity, contact information of the sponsor/organizer, and specific information about the date, time, and location of the activity.



- **Material that is not sponsored by the UCSD must include the following disclaimer:** “This is not an Urbandale Community School District publication. The District neither endorses nor sponsors this organization or activity represented in this material. It is being distributed through the school district as a courtesy to inform families of community activities and events.”

## FLYER SUBMISSION PROCESS

1. Review the ‘Guidelines for Flyer Content’ directly above.
2. If the flyer aligns with the guidelines, please **email an exact copy of your flyer (as a PDF)** to: Coordinator of District Communications Dena Claire [claired@urbandaleschools.com](mailto:claired@urbandaleschools.com) *at least 10 school days prior to the desired distribution date* in order to allow time for the flyer to be reviewed.
3. Your email should also include the age-level category (elementary, middle school, high school, adult) that you would like the flyer posted within, organization name, contact name, phone, email address, and desired timeframe for posting the flyer.
4. When the flyer is either approved or denied, the person requesting the posting will be notified via email by the District.
5. Flyers will remain posted online for approximately one month. (\*Please Note: Reasonable efforts will be made to post approved flyers within the requested time frame. However, the district cannot guarantee timely posting in all cases. If a flyer is time-sensitive, the district shall not be responsible if the flyer is not posted on or before a desired date.\*)

## ACCESSIBILITY

1. In order to ensure all students have accessibility to activities and events in our community, organizations may supply hard-copy flyers to the UCSD Administration Office. The Administration Office will distribute the flyers to each school in order to send home with students/families that don’t readily have access to email/online. Please email Coordinator of District Communications Dena Claire [claired@urbandaleschools.com](mailto:claired@urbandaleschools.com) to request counts needed per school.
2. A link to the Flyer Hub is included within the District’s bi-weekly eNewsletter to all UCSD families and staff.
3. As a District, we have families who prefer to receive communications in their native language. Organizations are welcome to provide translated versions of flyers for posting in the Flyer Hub.

## QUESTIONS

If you have questions, please contact Coordinator of District Communications Dena Claire [claired@urbandaleschools.com](mailto:claired@urbandaleschools.com)  
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