

## Guidelines for Distribution of Fliers in Alamo Heights ISD

AHISD receives countless requests to distribute information to students and staff throughout the year. While the district desires to provide information to families, it is not able to process all requests. The following guidelines should help to define what is allowable and in what format:

Non-profit organizations – Only fliers for non-profit organizations geared toward serving students in some form or fashion are allowed. “For-profit” businesses are not able to advertise through the school district. It is at the discretion of the superintendent to determine what information is allowable.

Electronic Distribution – In order to save paper and staff time, only electronic fliers will be accepted, along with a short description of the service being provided. The description will be included in the Monday Mail or Principal’s eblast electronically along with a link to the flier. These emails are sent to all parent subscribers. The flier will be placed on the district’s web site in PDF format. Parents and students can read the description and then click on the link to the flier.

English and Spanish – A major goal of the district is to give all students an opportunity to participate in all activities advertised in fliers. Because there are some parents who only speak Spanish, the district strongly prefers that all fliers be provided in English and Spanish.

### Steps:

- 1) Submit the flier (pdf format) in English/Spanish by email to [acaballero@ahisd.net](mailto:acaballero@ahisd.net) no later than 14 days before the intended distribution date. In your email, include a short 1-2 sentence description of what is on the flier. (eg., “For information about joining the Boy Scouts of America, go to www.... Deadline is September ....., 2010.”) Also, include in the email when you would like the flier to be removed from the district’s web site.
- 2) Alicia Caballero, Secretary to the Superintendent, will contact you to confirm whether or not the flier has been approved.

Thanks for your help in following these guidelines.