



ADMINISTRATIVE PROCEDURE

DISTRIBUTION OF INFORMATIONAL MATERIALS AND ANNOUNCEMENTS

AP No. 1113

Effective Date: July 1, 2026

- I. **PURPOSE:** The purpose of this administrative procedure is to inform the public and staff regarding displaying and distributing printed and digital materials in Prince George's County Public Schools (PGCPS).

- II. **POLICY:** The Prince George's County Board of Education (Board) has established a limited non-public forum for the posting and/or distribution of appropriate materials in the schools. (Board Policy 1113)

- III. **BACKGROUND:**
 - A. Organizations external to PGCPS often desire to share materials, such as fliers or brochures, with students and staff that detail the organization's services or scheduled events (*e.g.*, before and after-school programs, tutoring programs, daycare, recreational athletic teams, community concert or movie night).

 - B. This administrative procedure provides the criteria for displaying and/or distributing materials in schools. The procedures include sending materials home to or with students, materials posted on community tables or bulletin boards in a school, and materials made available at back-to-school nights, open houses, or other school-sponsored activities.

 - C. Displays and/or distribution of materials shall not interfere with the PGCPS instructional program, student safety, or a school's climate. This administrative procedure designates, consistent with Board Policy 1113, appropriate materials for display or distribution while maintaining a limited nonpublic forum.

IV. DEFINITIONS:

- A. *Distribution* – The delivery of materials to PGCPS students on a class, grade, school or district-wide level, in either hard-copy or digital form (e.g., via email).
- B. *Employee organizations* – Those organizations which are recognized to represent the employees of PGCPS in matters of collective bargaining and employee representation.
- C. *External organization* – Any person or entity that is not an integral part of the PGCPS organization as shown in current organizational charts.
- D. *Limited nonpublic forum* – Public property which is not by tradition or designation a forum for public communication.
- E. *Material(s)* – Information or announcements, including but not limited to, fliers, pamphlets, leaflets, magazines or newspapers, in printed or digital form (including PDF, email, etc.)
- F. *Parent organization* – Means either of the following:
 - 1. *Parent Teacher Association (PTA)* – A formal organization composed of parents, teachers and staff that is intended to facilitate parental participation in a school. A *PTA* is affiliated with the National PTA and pays dues to be a part of the umbrella organization.
 - 2. *Parent Teacher Organization (PTO)* – A formal organization that consists of parents, teachers and school staff. It is not affiliated with Parent Teacher Association.
- G. *School or district business partner* – A for-profit or nonprofit entity that has entered into a formal agreement with the school or PGCPS to provide resources, materials, or services.

V. PROCEDURES:

- A. Display and Distribution of Materials by PGCPS, Governmental Agencies, Employee or Parent Organizations, and Certain School or District Business Partners
 - 1. Distribution of Printed Materials
 - a. Entities that are permitted to distribute materials for students to take home (see Board Policy 1113, section IV.A.1.) must prepare those materials in such a way as to minimize the administrative burden on school staff. This includes

packaging materials in groups of no more than 50 copies whenever possible, to facilitate distribution at the class level.

- b. Materials to be distributed must be delivered to the attention of the school principal a minimum of three (3) school days prior to the distribution deadline. Materials must include clear instructions regarding distribution (*e.g.*, to all students, to students at specific grades, etc.).
- c. If the principal has questions regarding distribution of materials, they should contact their immediate supervisor and/or the Office of the Associate Superintendent of Communications and Community Engagement.
- d. The principal will retain one (1) copy of any material sent home with all students in the school or with all students in a specific grade band for the duration of the school year in which the material was distributed. (It is not required to retain a copy of material sent home with students in an individual class.)
- e. Materials from governmental entities cannot be distributed if they advocate the election or defeat of a political candidate; or if they advocate for or against referendum questions or matters pending before a government body, *unless* the questions or matters described in the materials relate directly and exclusively to PGCPs.

2. Distribution of Materials in Digital Form

- a. Entities that are permitted to distribute materials for students to take home (see Board Policy 1113, section IV.A.1.) are also permitted to provide those materials in digital form for emailing to students' parents/guardians. Materials must be prepared either as PDF files or formatted email messages.
- b. Transmission of materials will be completed by school or district staff, using the PGCPs SchoolMessenger system. Parent/guardian email addresses shall not be shared with any external parties, and external parties are not permitted to email materials directly to families.
- c. Restrictions on message size and size of file attachments as determined by the PGCPs Information Technology and applied to all district electronic communications will also be applied in cases of materials distribution. For additional information, see Administrative Procedure 0701 (Information Technology Services Google Workspace Procedures).

- d. The school or district office initiating an email message for materials distribution must remove a parent/guardian email address from receiving subsequent messages, if requested to do so by the parent/guardian.
3. Employee organizations may display and distribute materials as set forth in their negotiated agreements.

B. Display by Other Entities

1. Nonprofit Organizations

- a. Pursuant to Board Policy 1113, nonprofit organizations are permitted to display, at any time during the school year, printed informational materials and announcements on school-designated tables, magazine racks, bulletin board, or similar areas.
- b. The nonprofit organization must provide proof to the school principal of its nonprofit status. Acceptable documentation includes a letter issued by the United States Internal Revenue Service, or the State of Maryland Comptroller, that states the organization is exempt from taxation. The IRS documentation must have been issued within the last 20 years. (See Attachments A and B)
- c. The following disclaimer in at least 12-point font size must be included on the flyer/materials: “Prince George’s County Public Schools is not sponsoring, endorsing, or recommending the activities announced in this flyer/material.” If the materials include a version in another language, that second version must also include the disclaimer in the foreign language. If the flyer/material is two-sided, the disclaimer only needs to be on one side. If the flyer/material is more than one page (but not two-sided), the disclaimer must appear on each page.

2. For-Profit Business and Organizations

- a. Display of materials of for-profit businesses or organizations on school-designated tables, magazine racks, bulletin boards must be pre-approved by the school principal. The school principal must review the information contained in the materials and verify:
 - 1) That they relate to education, enrichment, or extracurricular learning opportunities for students, or to provision of resources for the school;
 - 2) That the materials bear the following disclaimer in at least 12-point font size: “Prince George’s County Public Schools is not sponsoring, endorsing, or recommending the activities announced in this flyer/material.” If the materials include a version in another language, that second version must

also include the disclaimer in the foreign language. If the flyer/material is two-sided, the disclaimer only needs to be on one side. If the flyer/material is more than one page (but not two-sided), the disclaimer must appear on each page; and

3) That if the entity is providing daycare services, its license issued by the Maryland State Department of Education is either current (not expired), or if it is provisional that it will not expire within six (6) months.

3. A school principal may reject materials for display if they do not meet the requirements of sections V.B.1. or V.B.2., or if the materials include language or images that are vulgar, lewd, offensive, or would otherwise undermine the school's basic educational mission. A rejection must be issued in writing and state the rationale for the decision. The school principal shall retain a copy of the subject materials and written decision for three (3) years.

C. The principal has the authority to discard or dispose of materials from display areas when they are expired are when the principal deems the quantity of materials is contributing to a disorganized appearance at the school.

VI. MONITORING AND COMPLIANCE: The school principal is responsible for monitoring requests made pursuant to this administrative procedure.

VII. RELATED BOARD POLICIES AND ADMINISTRATIVE PROCEDURES:

- Board Policy 1113 – Distribution of Materials

VIII. LEGAL REFERENCE:

- United States Constitution, Amendment 1
- *Child Evangelism Fellowship of Maryland v. Montgomery County Public Schools*, 457 F.3d 376 (4th Cir. 2006)

IX. MAINTENANCE AND UPDATE OF THIS ADMINISTRATIVE PROCEDURE: This administrative procedure originates with the Office of Communications and Community Engagement and will be reviewed and updated as needed.

X. HISTORY: This is a new administrative procedure that replaces and supersedes Administrative Procedure 2702 (Distribution of Materials by Central Office Mailing Facility for Functions External to School System).

XI. EFFECTIVE DATE: July 1, 2026

Attachments:

A – Sample IRS tax exemption letter

B – State of Maryland Comptroller of the Treasury Sales and Use Tax Exemption Certificate