



CENTRAL UNIFIED FLIER POSTING GUIDELINES

If you want to have a flier for your group's event posted on Central Unified's Websites, social media, & Peach Jar, you must follow these basic guidelines:

1. **COMPOSE AN EMAIL** with the following in the subject line: Flier approval--organization name--title of the event. (*example: Flier approval—Central Athletics-Crab Feed*)
2. Attach your flier in both a PDF and JPEG format. The attached flier **MUST** include the following bullet points of pertinent information:
 - **TITLE OF EVENT & SHORT DESCRIPTION**
 - **DATE & TIME OF EVENT**
 - **WHO:** Organizer (Booster club, parent club, school club, athletics)
 - **LOCATION:** Address of the event
 - **COST**
 - **OTHER DETAILS:** (ie. Minimum age requirement; child care availability; maximum occupancy or limit; silent auction; no-host bar).
 - **CONTACT INFO:** Name, phone # and email of organizer or person selling tickets
 - **WHERE TO POST:** Website, social media and Peachjar (electronic flier distribution)
 - **WHY:** Who will benefit from the fundraiser?

The district will NOT approve submissions that:

- Contain words, images or symbols that are obscene, lewd, vulgar, violent or sexual in nature
 - Advocate or condone specific political issues or viewpoints
 - Contain any graphic, vulgar, violent or sexual language
 - Contains weapons and drugs
 - Advocate violence against anyone
 - Disrupt the educational and learning environment
 - Contain any commercial logos, images, advertisements, etc. of for-profit companies except for any of the above as they pertain to the particular event being advertised.
3. Send your flier through the approval process flowchart (see attached). Once it has been approved through the various channels, the flier will make its final destination to the District Communications & PR office for District-wide posting for website(s), social media & PeachJar.

Any missing info means a flier **will not be posted and returned to sender. If a flier is received less than a week before an event, we cannot guarantee posting it to the website(s), social media, and PeachJar.*

If you have any questions regarding these policies, please feel free to contact Sonja Dosti, Communications & Public Relations Officer at: (559) 247-4700 x63119 or at: sdosti@centralusd.k12.ca.us.

Flier Approval Flowchart

COACH ↓ V	BOOSTER ↓ V	BAND BOOSTER ↓ V	PTA/PTC/PFC ↓ V	SCHOOL CLUB ↓ V
Athletic Director: Rayshawn Hightower ↓ V	Coach ↓ V	Teacher/Advisor ↓ V	Principal ↓ V	Teacher ↓ V
District Coordinator of Athletics: Daren Pittman ↓ V	Athletic Director: Rayshawn Hightower ↓ V	Principal ↓ V	Director of Elementary: Tami Boatright or Director of 7-12/Adult Ed: Paul Birrell ↓ V	Principal ↓ V
Communications & PR: Sonja Dosti ↓ V	District Coordinator of Athletics: Daren Pittman ↓ V	Asst. Superintendent: Laurel Ashlock ↓ V	Communications & PR: Sonja Dosti ↓ V	Communications & PR: Sonja Dosti ↓ V
Asst. Superintendent: Jack Kelejian ↓ V	Communications & PR: Sonja Dosti ↓ V	Communications & PR: Sonja Dosti ↓ V		
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