

Policy

DISTRIBUTION OF MATERIALS TO SCHOOL PERSONNEL

The chief school administrator shall review and approve any material from special interest groups, parent/guardians, citizens, political, religious, or other non-school sources before it may be distributed in or via the schools.

The approval may be given to the distribution of materials which are of obvious educational quality, which supplement and enrich the quality of life for the community and school.

Any requests from civic institutions or special interest groups which involve such activities as patriotic foundations, contests, exhibits, sales or products to and by students, sending promotional materials home with students, graduation prizes, fund raising, and free teaching materials must be carefully reviewed to ensure that on balance such activities promote student interests without advancing the special interests of any particular group.

It is the policy of the board of education that students, staff members, and district facilities not be used for advertising or promoting the interests of any non-school agency or organization, public or private, without the approval of the board or its delegated representative; any such approval granted for whatever cause or group shall not be construed as an endorsement of said cause or group by this board.

All materials or activities proposed by outside sources for student or staff use or participation shall be reviewed by the chief school administrator on the basis of educational value in the total school program, benefit to students, and good taste. No such approval shall have the primary purpose of advancing the name, product or special interest of the proposing group.

Fliers of direct educational and cultural interest and of an essentially noncommercial nature may be used or circulated in the schools of this district with the permission of the chief school administrator. No materials which are deemed to have a lack of educational value and/or deemed to be primarily commercial advertising materials will be allowed. District publications shall contain no advertising that has not been approved by the chief school administrator.

No materials may be used or circulated in the schools of this district which are deemed to be primarily advertising materials, except fliers of direct educational and cultural interest, and of an essentially noncommercial nature.

District publications shall contain no advertising, but advertising is permitted in the student publications such as, but not limited to, school newspapers, yearbooks, programs, with the permission of the chief school administrator.

No staff member or student representing an outside organization may distribute or post literature on that organization's behalf on district property either during or after school hours without the permission of the chief school administrator.

Adopted: July 21, 1964

Amended: March 21, 1972

Amended: January 17, 1995

Reviewed: September 16, 2003

DISTRIBUTION OF MATERIALS TO SCHOOL PERSONNEL (continued)

Rescinded: April 28, 2005
NJSBA Review/Update: November 2014
Readopted:

Key Words

Flyers, Distribution of Flyers, Promotional Materials, Advertisements

- Legal References:** N.J.S.A. 18A:18A-1 et seq. Public School Contracts Law
N.J.S.A. 18A:18A-4 Contracts and agreements requiring advertising through -4.4
N.J.S.A. 18A:36-34 Written approval required prior to acquisition of certain survey information from students
N.J.S.A. 18A:42-4 Distribution of literature as to candidacy, bond issues, or other public question be submitted at election; prohibited
N.J.S.A. 19:34-6 Prohibited actions in polling place on Election Day, exception for simulated voting
N.J.S.A. 19:34-15 Electioneering within or about polling place; disorderly persons offense

34 CFR 98.1 - Student Protection Rights Amendment

Possible

- Cross References:** *1100 Communicating with the public
*1140 Distribution of materials by students and staff
*1322 Contests for students
*1330 Use of School Facilities
*5136 Fund-raising activities
*6142.10 Internet safety and technology
*6145.3 Publications
6162.5 Research

*Indicates policy is included in the Critical Policy Reference Manual.