

## **Policy**

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### 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 by **any channel (i.e., print, digital, online)** 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 Franklin Lakes 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 superintendent 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 superintendent. 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 superintendent.

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 Superintendent of Schools.

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 Superintendent of Schools.

Adopted: June 5, 2009  
NJSBA Review/Update: September 2009; **May 2020**  
Readopted:

DISTRIBUTION OF MATERIALS TO SCHOOL PERSONNEL (continued)

Key Words

Special Interest Groups, Advertising, Fundraising, Solicit, Solicitation, Commercial, Partisan, Distribute

**Legal References:** 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 to 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

Child Evangelism Fellowship of New Jersey. vs. Stafford Township School District.  
No. 03-1101 (October 2004)