

## **DISTRIBUTION/POSTING OF PROMOTIONAL MATERIALS**

It is understood in the definitions below that the areas designated for posting materials, methods of distribution, and hours during which activities governed by this policy may take place will be clearly established in each school building and must be observed by all who exercise these privileges. Except as defined in I-B, I-D, II-A, and II-B, no commercial enterprise may engage in any promotion on school property.

### **I. NOTICES, ADVERTISEMENTS, AND DISPLAYS WHICH REQUIRE A PRINCIPAL'S APPROVAL**

Public notices, advertisements, and displays relative to the categories named herein must be approved by the Principal in whose school they will be posted or distributed.

- A. School programs sponsored by various schools or by the School Department.
- B. Fund raising activities as defined under Policy JJE.
- C. Courses of study in which articles are to be sold as a part of the instructional program.
- D. Private businesses selected by a school to provide products and/or services unique to the student body of that school, such as class rings, for purchase by students. No advertising may appear on any such products.
- E. Courses, workshops, institutes or other in-service training offered for the continuing education of school employees.
- F. Employment opportunities for students.
- G. College or university announcements directed to students or teachers.
- H. Bulletin boards for students' personal use may be made available within a school. Students posting notices in these areas must comply in full with this policy and any other procedures developed by the Principal to assure appropriate use.

### **II. NOTICES, ADVERTISEMENTS, AND DISPLAYS WHICH REQUIRE THE SUPERINTENDENT'S APPROVAL**

- A. Material containing advertising which is developed for or is donated to the schools for instructional purposes may be used if such material is judged to be useful as a teaching/learning resource.
- B. Material or equipment donated by a private business that displays advertisement of a product or service may be used if such material or equipment is judged to be useful to a school or the school system. All advertising and types of products or services advertised must be approved

by the Superintendent of Schools. No advertising, except standard trade names, may appear on any clothing or equipment donated by a private business to be worn by students.

- C. Private businesses selected to provide products and/or services to the students or parents of more than one school, such as school insurance, school pictures, etc.
- D. The Superintendent of Schools shall develop and maintain an updated list of those non-profit organizations which are permitted to post notices or distribute flyers through the schools. Organizations which are not listed may apply for inclusion on the list.

Non-profit organizations so approved may submit notices, flyers, or other material pertaining to their programs and activities including fund-raising to the building principal(s). Such materials may be distributed or posted after administrative review and approval of each individual notice or flyer.

### III. SOLICITATIONS

- A. Non-profit organizations wishing to solicit funds of staff members within the schools must request permission from the Superintendent of Schools in writing. The Superintendent must determine that at least one of the two criteria listed below applies. Before approving a request under this section, the Superintendent must consult with the School Board.
  - 1. The non-profit organization clearly provides support for a broad range of services which have a direct impact on the Brunswick area
  - 2. A national, state, or local emergency necessitates a special effort to raise funds to cope with that emergency.
- B. Solicitations from students and staff relating to student fund raising activities shall be governed by Policy JJE.

### IV. EXCEPTIONS

Exceptions to this policy may be requested from the Superintendent in writing. In order to grant an exception, the Superintendent must determine that one or more of the following criteria apply:

- 1. A unique circumstance exists which justifies the exception.
- 2. The exception will bring about significant benefit to students and/or staff.
- 3. The exception will provide an opportunity for students to help others.

*Adopted: Prior to 1974*

*Revised: 2/19/80*

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