

Policy

DISTRIBUTION OF MATERIALS BY STUDENTS AND STAFF

The superintendent is responsible for all informational services to and from the public, except for those occasional matters the Bordentown Regional School District Board of Education may wish to deal with publicly.

The superintendent is encouraged to use all available media of communication to keep the goals, programs, achievements and needs of the schools before the public. The superintendent may delegate this authority to the central administrative staff and the school principals, but the ultimate responsibility is that of the superintendent.

Public relations of the district begin in the classroom. Therefore, It is the expectation of the board that staff consistently demonstrate professional conduct. Contact between the staff of the district and the public should be executed with patience, tact, understanding and lack of bias. At all times, contact with the public should foster the best interests of the district as a whole.

Material being sent home with students should relate to school matters or student-related community activities. Except when it pertains to the individual student, all such material must be approved in advance by the superintendent/designee.

There is no district obligation to distribute or post any community group materials. But if a forum is opened up to any category of group (i.e., non-profit, non-partisan, community groups), the superintendent will not discriminate against speech or materials on the basis of its viewpoint or religious content.

The determination of the superintendent will be viewpoint-neutral in order to provide equal access to "limited public forums" including bulletin boards for notices, tables at back-to-school nights, or hand-outs to students.

Students shall not be used to distribute partisan materials or partisan information pertaining to a school or general election, budget or bond issue, or negotiations. Students shall not be exploited for the benefit of any individual, group, or profit-making organization.

No staff member may distribute any materials or solicit funds on school property without prior approval of the superintendent. Materials will clearly indicate their source. Non-school-related materials will be plainly labeled, including an express disclaimer that the activity is "not a school-sponsored activity." Flyers and parental permission slips will be subject to the same review and standards.

All surveys, questionnaires or other similar items requiring student or parent/guardian response shall be reviewed and approved by the superintendent prior to distribution. The superintendent shall solicit written permission from parents/guardians before students participate in surveys or research that requests personal information as set out in state and federal law.

Commercial Endorsement

No employee of this district may endorse or distribute commercial information, products and/or materials without the specific approval of the superintendent and the board:

- A. In the name of the school; and
- B. To school students or staff.

School Directory of Personnel

DISTRIBUTION OF MATERIALS BY
STUDENTS AND STAFF (continued)

The school personnel directories will be distributed only to those governmental agencies and other school related parties which have been authorized by the superintendent.

Under no circumstances will the school personnel directories be distributed for political or commercial use.

Adopted: October 2008
NJSBA Review/Update: April 2014
Readopted:

Key Words

Distribution of Materials, Research

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)

Hazelwood School District v. Kuhlmeier, 484 U.S. 260 (1988)

Possible

Cross References: *1100 Communicating with the public
1315 Distribution of materials to students and staff
*1322 Contests for students
*1330 Use of School Facilities
4135.16/4235.16 Work stoppages/strikes
*5136 Fund-raising activities
*6142.10 Technology
*6145.3 Publications
6162.5 Research

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