

Style Definition: Normal

## DISTRIBUTION/POSTING OF PROMOTIONAL MATERIALS

Code **KHC** Issued **9/05**

Purpose: To establish the basic structure for the distribution/posting of promotional materials in the schools.

Supplementary printed materials from commercial, political, religious or other non-school sources may be permitted in schools only with the ~~superintendent's~~superintendent or his/her designee's approval that the materials are of obvious educational quality, supplement and enrich text and reference book materials for definite school courses, are timely and up to date, promote American democratic ideals and are of moral value.

~~The superintendent may not permit display or distribution, in school or on school grounds, of advertising materials or materials of commercial, political or religious nature, and must approve non-school materials to be sent home with students. Any non-school group, organization, corporation, individual, club or associations that wishes to distribute any non-curricular printed material may do so during the 1<sup>st</sup> and 3<sup>rd</sup> quarter of the current academic calendar, subject to conditions listed within this policy.~~

The principal on each school campus will ensure materials, for proposed distribution and/or postings, are in compliance with this policy. If any conflicts arise, the principal will consult with the superintendent or his/her designee for further evaluation.

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The superintendent shall require principals to approve non-print aids used by teachers such as models, films, slides, pictures, charts and exhibits. Such materials may bear the name of a commercial business firm which provided the aid, but must have educational value.

Cf. IJ, IJK

Adopted 1/24/72; Revised 9/12/05

Legal references:

A. Court cases:

1. Child Evangelism Fellowship of Maryland, Inc. v. Montgomery County Public Schools, 373 F. 3d 589 (4th Cir. 2004).