

DISTRIBUTION OF NON-SCHOOL MATERIALS

The RSU # 14 Board of Directors believes that students, who are required by law to attend school, should not be used to distribute or carry home materials that are not directly related to school programs, school curriculum, and/or school-related activities for students.

As a community service, the Board authorizes its schools to distribute or display promotional material of an outside organization that is intended solely to notify students and their parents of the opportunity to participate in a youth-related program, activity or event that aims to improve the health, education, or welfare of students.

For the purpose of this policy:

- *Promotional materials* means written material that is intended solely to notify students and their parents of the opportunity to participate in a youth-related program, activity or event that aims to improve the health, education, or welfare of students. Promotional materials may take the form of notices, announcements, brochures and flyers.
- *Outside organization* means any non-profit or tax-exempt organization, other than school-related organizations.

Only the following materials may be distributed to be carried home by students:

- A. Official communications from the Board, Superintendent, and administrators and school staff, such as newsletters, letters to parents, meeting or event announcements, school forms, and classroom information;
- B. Information and notices concerning school-sponsored activities and programs for students and/or parents;
- C. Information and notices concerning activities and programs offered by groups affiliated with and recognized by RSU # 14 (such as parent-teacher groups and booster clubs);
- D. Notices from the RSU #14 Municipal Departments (e.g., Recreation Department, etc.)
- E. Universities, Colleges, and Public Schools
- F. State and Federal Government Organizations

Outside organizations are not authorized to directly distribute promotional materials to students or to their parents/guardians on school grounds.

Outside organizations that wish to distribute promotional material at RSU # 14 schools must send a sample of the material to the Superintendent. The name, address, and telephone number of the organization, along with the name of a contact person, must accompany the sample of the promotional material. Upon approval of the promotional material for distribution, the organization will provide a

PDF copy for distribution on ListServe. *Outside organizations which are non-profit or tax-exempt and are run as a “business” may not distribute materials to students as this is considered advertising.*

Commercial materials will not be distributed to students except in the case of those whose purpose is to further a school activity such as graduation, class pictures, class rings, or approved fund-raising activities. Material designed for commercial purposes – advertising a product or service for sale or rent – will not be permitted, unless the material itself has educational value that makes the commercial message a secondary consideration.

The Superintendent/Designee retains the discretion, on a case-by-case basis, to approve the distribution of any materials from all groups concerning activities / programs that directly enhance the educational goals of the schools and are designed to benefit students. The Superintendent’s/Designee’s decision in each case shall be final.

Cross-Reference: KJ – Advertising in the Schools

First Reading: April 13, 2011

Second Reading: May 4, 2011