

DISTRIBUTION/POSTING OF PROMOTIONAL MATERIALS

Code **KHC** Revised **4/13**

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

Commercial organizations offer many materials for use by teachers in the classroom. Some of these materials are of high educational value with little or no advertising emphasis. Other materials are primarily advertising and have only limited educational value.

The principal must approve supplementary printed materials from commercial, political, religious or other non-school sources before they are used in the schools. The principal may approve materials which are of obvious educational quality, which supplement and enrich text and reference book materials for definite school courses, which are timely and up to date, and which promote American democratic ideals and moral values.

Schools will not display or distribute advertising materials of commercial, political or religious nature in the schools or on the school grounds except as approved by the superintendent or his/her designee. Schools may not use pupils as the agents for distributing non-school materials to the homes without the approval of the superintendent.

Teachers may use special aids (non-printed materials) such as models, films, slides, pictures, charts, and exhibits for educational purposes with the approval of the principal although such materials may bear the name of a commercial business firm which may have provided the aid.

Teachers must preview educational materials (including video and printed materials) secured from or through commercial sources prior to student viewing to assure their educational value and/or appropriateness.

Adopted 10/5/98; Revised 4/15/13

Legal references:

Court Cases:

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

Child Evangelism Fellowship of Maryland, Inc. v. Montgomery County Public Schools, --F.3d--2006 WL 2294272, C.A. 4 (Md.), August 10, 2006.