

TRUMBULL PUBLIC SCHOOLS
BOARD OF EDUCATION
POLICY MANUAL

SECTION: K-School Community
Relations
POLICY CODE: KJ- Distribution and
Promotion of
Materials

**DISTRIBUTION AND PROMOTION OF PRODUCTS, SERVICES AND
INFORMATIONAL MATERIALS**

Policy

The Trumbull Public Schools shall protect its students from exploitation through outside advertising or promotion of products and services for profit. However, schools have a responsibility to inform and assist students to learn more about programs, activities, and information which may be of help or service to them.

Adopted: 04/24/84
Approved Revision: 02/08/01
Approved Revision: 08/21/01
Proposed Revision: 01/03/06

Regulations

1. Permission to post notices and/or distribute materials for a specific school may be granted by that school's principal. Materials that will be distributed to more than one school require the specific approval of the Superintendent or his/her designee. If approval is granted, groups must provide adequate copies and follow the distribution format provided by the Superintendent's Office. No group will be permitted to distribute approved notices or materials directly to the schools. Approved materials will be distributed to the schools by the Superintendent's Office through the interoffice mail system. Only the following will be considered for approval by either the school principal or the Superintendent or his/her designee for distribution:
 - Notices or materials advertising events, programs or services provided by school affiliated groups (i.e., PTA, Booster Club, etc.).
 - Notices or materials advertising events, programs or services provided by the Town (i.e. Recreation Department).
 - Notices or materials advertising events, programs or services provided by non-profit organizations. If non-profit and for-profit organizations are both involved, any monies received must go directly to the non-profit organization.
 - Notices or materials advertising events, programs or services provided by service groups where all funds raised are donated back to the Trumbull Public Schools (i.e., Trumbull Rotary).
 - Acknowledgement of Sponsorship in the form of a banner, placard, or other item displaying identification of sponsor without promotional advertisement.

Notices or materials advertising events, programs, or services provided by for-profit organizations or that are in conflict with Trumbull Public School events or programs will not be approved for distribution.

2. The use of surveys, questionnaires, and requests for information by non-school related organizations will require the specific approval of the Superintendent or designee.
3. This policy and regulations should not be construed as preventing a teacher from using instructional or informational materials for instructional materials even though the materials might include reference to a brand, a product, or a service.

Regulations

4. Companies or outside organizations who offer to supply the system with items of goods, services, or advertisements displaying the company's name or logo, must have their proposal submitted to, and accepted by, the Board of Education. The benefiting school or organization will inform the Superintendent of the offer before submitting it for Board approval.
5. Distinction must be made between the recognition of companies or outside organizations for their support of the system, school or school activity and advertising (use of the display for purpose of promoting a specific service or product), the latter not being allowed.
6. The Board of Education takes no responsibility for contents of flyers that are distributed without their approval.

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Reference

- Trumbull Board of Education Policies
Student Internet Policy, Policy Code: IAA
Surveys of Students, Policy Code: JOA
Fund Raising, Policy Code: KO