

SPECIAL INTEREST GROUPS

Any requests from civic institutions or special interest groups which involve such activities as patriotic functions, contests, exhibits, sales of products to and by pupils, sending promotional materials home with pupils, graduation, prizes, fund raising, and free teaching materials must be carefully reviewed to insure that, on balance, such activities promote pupil interests without advancing the special interest of any particular group.

It is the policy of the Board of Education that pupils, staff members, and district facilities not be used for advertising or promoting the interest of any non-school agency or organization, public or private, without the approval of the Board or its delegated representatives, and, any such approval granted for whatever cause or group shall not be construed as an endorsement of said cause or group by this Board.

All materials or activities proposed by outside source for pupil or staff use or participation shall be reviewed by the Building Principal on the basis of their educational value in the total school program, factual accuracy, and good taste, and no such approval shall have the primary purpose of advancing the name, product, or special interest of the proposing group.

The Board recognizes that contests, exhibits, and the like may benefit individual pupils or the district as a whole, but participation in such special activities may not:

1. Have the primary affect of advancing a special product, group, or company;
2. Make unreasonable demands upon the time and energies of staff or pupils, or upon the resources of the district;
3. Involve any direct cost to the district;
4. Interrupt the regular school program; and
5. Cause the participants to leave the school district, unless the Board policy for field trips has been complied with, and the Board has granted special permission.



The Board of Education recognizes the contributions of persons and organizations outside the schools district may take the form of materials, activities, and awards that tend to serve the interests of the contributor as well as benefit the school district and pupils. For the purposes of this Policy, “organizations outside the school district” shall be any organization, group, activity, club, association, agency, or individual that is not approved or sponsored by the Board of Education.

The Board reserves the right to review, approve, or reject proposed contributions from organizations outside the school district. Proposed contributions may be rejected by the Board, including but not limited to, proposed contributions that have the primary effect of advancing the name, product, or special interest of a person, corporation, or organization; fail to meet district standards of accuracy and good taste; are of little or no educational value to pupils; make unreasonable demands upon the time and energies of staff and pupils or upon the resources of the district; interrupt or interfere with the regular school program; or involve a direct cost to the district.

The approval of the use of any material or the conduct of any activity offered by an organization outside the schools district shall not under any circumstances be construed as an endorsement by this Board of any interest, cause, or organization.

The Board will not permit the distribution of literature to or through pupils in the school district for any organization outside the school district.

However, distribution of literature to or through pupils in the school district may be approved by the Superintendent of Schools or designee if the organization requesting the distribution of literature is a local, State, county or Federal governmental agency or a community, non-profit organization and the information is determined by the Superintendent or designee to be of special interest to school district pupils or the community. Written requests for the distribution of this literature must be submitted to the Superintendent or designee with one copy of the specific literature to be distributed. The approval and method of the distribution of literature will be at the discretion of the Superintendent or designee. Any approval for such distribution will be consistent with the governing principles of the First Amendment of the United States Constitution. In no circumstance will the school district release confidential pupil information.

The Board prohibits the distribution of political literature to or through the pupils of this district in school buildings or on school grounds that promotes, favors, or opposes the candidacy of any candidate for election at any annual school election, or the adoption of any bond issue, proposal, or any public question submitted at any general, municipal or school election. No pupil shall be requested or directed by any school official or



employee to engage in any activity that tends to promote, favor, or oppose any such candidacy, bond issue, proposal or a public question submitted at any election.

No materials may be used or circulated in the schools of this district which are deemed to be primarily advertising materials, with the following exceptions:

1. Fliers of direct educational and cultural interest; and
2. An essentially non-commercial nature.

Outside speakers representing commercial organizations will be welcome only when the commercial aspect is limited to naming the organization represented, and the subject matter advances the educational aids of the district.

Advertising is permitted in school newspapers, yearbooks, programs, etc., which are published by pupil organizations with the permission of the Principal.

No staff member or pupil representing an outside organization may distribute or post literature on that organization's behalf on district property either during or after school hours without the permission of the Principal.

Any outside organization or staff member wishing to solicit funds on school property must receive permission to do so from the Superintendent.

Permission to solicit or raise funds on school premises will be granted only to those persons and organizations whose purposes are consistent with the goals of this district and the interests of the community and are in accordance with the Board's fundraising policy. Solicitation or fundraising may not interfere with the orderly operation of the schools. The Board will not be responsible for the protection of or accounting for such funds and these funds may not be deposited in any district account.

The Board disclaims all responsibility for the protection of, or accounting for, such funds. Solicited funds are not to be deposited in any regular or special accounts of the district.

The Board of Education is appreciative of the generosity of organizations which offer scholarships or prizes to deserving pupils in this district. But, in accepting the offer of such scholarships or prizes, the Board directs that these guidelines be observed:



1. No information, either academic or personal, shall be released from the pupil's record for the purpose of selecting a scholarship or prize winner without the permission of the pupil who is eighteen, or the parent(s) or legal guardian(s) of the pupil who is younger, in accordance with the Board's policy on pupil records.
2. The type of scholarship or prize, and any restrictions upon it, shall be approved by the Board of Education.
3. All pertinent information regarding the proposed award shall be submitted for the Superintendent's approval, in advance of the date on which the award is to be made, by three months.

Advertising in the Schools

The Clearview Regional High School District Board of Education recognizes the benefits to enhance district revenue through advertisement and/or corporate sponsorship. All such advertising will meet standards of good taste and will reflect positive values.

Advertising opportunities will be subject to certain restrictions in keeping with contemporary standards of good taste and will seek to model and promote positive values for pupils. In keeping with this, no advertising will be allowed which:

1. Promotes hostility, disorder or violence;
2. Attacks ethnic, racial or religious groups;
3. Is sexually exploitative in nature;
4. Is libelous;
5. Invades the rights of others;
6. Inhibits the functioning of the school;
7. Overrides the school's identity;
8. Promotes, favors or opposes the candidacy of any candidate for election, adoption of any bond issues or any public question submitted at any general, county, municipal or school election;



9. Promotes the use of drugs, alcohol, tobacco or firearms; and/or
10. Promotes any religious organization.
11. Appropriate media and venues for advertising might include:
 12. Banners/signs;
 13. Athletic and other uniforms;
 14. District level publications;
 15. Television;
 16. Athletic facilities;
 17. District web page;
 18. District level projects;
 19. Community education advertising;
 20. District level activities at state tournaments;
 21. Interior and exterior of district buses; and/or
 22. Expendable supplies.

A review Board shall be established through the Board and central administration to assist in making decisions about advertisers as needed.

Neither the facilities, the name, the staff, nor the pupils of the schools, school system, nor any part thereof shall be employed in any manner for advertising or otherwise promoting the interest of any commercial or other non-school agency or organization except that:

1. The schools may cooperate, upon approval of the Superintendent, in furthering the work of a non-profit community-wide social service agency, provided that such cooperation does not restrict or impair the educational program of the schools.



2. The schools may use films or other educational materials bearing only simple mention of the producing or sponsoring firm.
3. The schools may participate in programs that promote the education of its pupils. The programs must be "tied" to school instruction or activities in a way that fulfills the school's mission and must be approved by the Superintendent and/or designee prior to dissemination to the schools.
4. The schools may participate in radio, TV, or other programs under acceptable commercial sponsorship when such participation is supplementary or beneficial to the program of the schools.
5. The Superintendent may, at his or her discretion, announce, or authorize to be announced, any lecture or community activity of particular educational merit.
6. The schools may, upon approval of the Superintendent, cooperate with any governmental agency in promoting activities in the general public interest and which promote the education or other best interests of the pupils.
7. School publications may accept and publish paid advertising under established procedures.
8. If the Board designates certain facilities (e.g., baseball field backboards, stadium seating, etc.) and specific items (e.g., pencils, book covers, etc.) for use with paid advertising when the cost of the facility/item is borne by the advertiser, the Board shall approve the plan prior to implementation/distribution.

N.J.S.A. 18A:42-4

United States Department of Education - Guidance on Constitutionally Protected Prayer
in Public Elementary and Secondary Schools

Adopted: 20 November 2008

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