

Book CCPS Regulations  
Section K - School Community Relations  
Title Distribution of Materials from Governmental and Non-Profit Agencies  
Number KJA-RA  
Status Active  
Legal  
Adopted December 21, 1982  
Last Revised July 9, 2018  
Last Reviewed July 9, 2018

RELATED ENTRIES: IGDH-RA, IAD  
OFFICE: SUPERINTENDENT OF SCHOOLS

## **DISTRIBUTION OF MATERIALS TO STUDENTS AND STAFF FROM NON-SCHOOL ENTITIES**

Non-profit organizations or governmental agencies that provide opportunities or conduct activities for school-age youth in Cecil County shall be permitted to place approved materials on a designated table (the Limited Public Forum) in schools for students, parents, and teachers to pick up, take home, and review. It is recommended that the table be centrally located in the school (such as in the school lobby).

The inclusion or distribution of materials from any non-profit or governmental agency participating in the Limited Public Forum shall not constitute an endorsement of the organization or activity, nor be construed as an endorsement of any speech or ideas contained therein.

### **Participation in the Limited Public Forum- School Information Tables**

#### **Participating Organizations**

Organizations must meet the following qualifications in order to have their materials considered for placement on school information tables or for the elementary and middle school direct distribution days.

Organizations must:

1. Be a government agency or possess a valid §501(c)(3) status determination letter from the IRS identifying that specific designation of non-profit status;
2. Conduct operations in Cecil County;
3. Follow the content-neutral restrictions set out below.

#### **Material Guidelines**

1. All materials must identify the name of the governmental agency or non-profit organization responsible for the material.
2. The program to be announced must be civic or community oriented and must be primarily focused toward and be a direct benefit to the age group of the students attending the school in which materials are to be placed or distributed.
3. Personal materials such as student birthday party invitations are not to be distributed by students or school system personnel and are not the responsibility of the school system.
4. Materials are limited to three pages maximum (but may include front and back) and shall not be larger than 8.5" x 11".
5. All materials proposed for placement on school information tables shall contain the following caveat: "The Cecil County Public Schools neither endorses nor sponsors the organization(s) or activity(ies) contained herein. The views contained herein are those of the author and are not necessarily shared by Cecil County Public Schools. The availability of this material is provided as a community service." All materials approved for electronic distribution will have this disclaimer automatically added.
6. Materials whose purpose is to solicit donations or announce fundraising activities shall only be accepted from school sanctioned organizations, like PTAs, PTOs, or Booster Clubs.
7. Materials shall not be accepted from organizations that seek to discriminate on the basis of race, color, gender and gender identity, age, national origin, religion, sexual orientation, or disabling condition.
8. The Superintendent or designee shall not have unbridled discretion to reject materials which comply with the regulation in all stated respects. The Superintendent or designee shall disapprove for distribution material which:
  - contains profane, vulgar, obscene, lewd, or sexually graphic content;

- encourages criminal behavior or incites violence;
- contains mature content that is inappropriate for certain ages;
- is likely to be disruptive of the classroom, or is contrary to sound educational policy;
- encourages dishonesty or unethical behavior;
- is defamatory in nature;
- interferes with a safe, secure, and healthy learning environment;
- is disrespectful to school staff, teachers, administrators, students, or other groups;
- contains confidential information protected by law; or is patently in violation of other school regulations or policy.

The above criteria shall be uniformly and objectively applied by the Superintendent or designee in the material approval process and CCPS shall not engage in viewpoint discrimination.

### **Electronic Distribution**

In an effort to be more environmentally friendly, embrace innovative technology, and maintain fiscal responsibility, we have transitioned from paper to electronic direct distribution. Organizations that meet the above qualifications that sponsor activities of an educational/enrichment nature for students additionally have the option to distribute their materials in this manner via Peachjar. Additionally, approved materials will also be made available online on the CCPS website and via school websites. Directions for participation in the electronic distribution can be found on the CCPS website at [www.ccps.org](http://www.ccps.org) or on individual school website.

While CCPS shall attempt to distribute all approved materials in a timely fashion CCPS makes no warranty or representation that it will meet the deadline and assumes no liability for the omission of approved materials, or for any damages occasioned by the non-distribution or untimely distribution of the requested materials, as CCPS is merely undertaking a public service and is receiving no monetary consideration.

The above materials distribution regulation shall serve as the exclusive means of public service communication, and no flyers, posters or handbills, etc., shall be posted or distributed on school property, with the exception of Election Day electioneering permitted by law at those schools which serve as polling places on Election Day.

### **Materials Intended for Employees**

Materials from non-school system organizations will not be distributed to staff unless it is intended for use pertaining to the operations of the school system with approval by the Superintendent or a designee. In order to receive such approval, organizations must meet the requirements listed under the subheading Participating Organizations.

Materials should be submitted to the Public Information Office at the address listed above.