I. Purpose

To implement Board of Education of Baltimore County (Board) Policy 2361 by establishing guidelines for the distribution of non-school materials in Baltimore County Public Schools (BCPS).

II. Definitions

A. Distribution – The delivery to students, staff and/or parents of printed materials and includes, but is not limited to, the posting of a copy of the publication in one or more locations on school property; leaving items for pick up by interested persons; providing directly to students through take-home folders, backpacks, or similar manner; placing in mailboxes or rooms in a public school facility; transmitting through the BCPS e-mail system; or a school’s public address system or via a school’s telecast.

B. Materials – Published information, including, but not limited to, flyers, pamphlets, leaflets, magazines or newspapers.

III. Guidelines

A. Distribution and display of materials shall be limited to the following organizations and governmental entities:

1. Federal, state and local governmental entities;
2. Parent-Teacher Associations (PTA) and Parent-Teacher (Student) Associations operating within BCPS and the PTA Council of Baltimore County as defined in Superintendent’s Rule 1210;
3. Booster clubs affiliated with a BCPS school;
4. Established BCPS or school business partners; and
5. The Education Foundation of Baltimore County Public Schools.

B. The principal or office head shall approve materials for distribution at the requested school or office. The Office of the Superintendent shall approve materials for systemwide distribution.
C. Criteria for Approval
   1. Distribution of materials cannot be denied based on the viewpoint expressed.
   2. Materials may not advertise, sell, promote or endorse a product or company.
   3. The following materials will not be approved for distribution:
      a. Materials that can reasonably be predicted to cause substantial disruption of, or material interference with, school activities;
      b. Materials that violate any Board Policy or Superintendent’s Rule; and
      c. Materials that are defamatory, obscene, lewd, encourage criminal behavior or are not age appropriate.
   4. Political circulars or petitions shall not be distributed, except as allowed by local and state laws in the context of electioneering on primary or election days.

D. The size of the space and location for the display of materials will be determined by the approving official.

E. Materials may be removed from display areas periodically as determined by the approving official.

IV. Approval Process

A. Materials presented for distribution by federal, state, and local governmental entities.
   1. The governmental entity shall deliver sufficient copies of the materials for distribution to the approving authority.
   2. The name of the governmental entity must be clearly identified on the materials.
   3. The materials must meet the criteria for approval outlined in Paragraph III(C) above.
   4. The materials will be distributed in a timely manner as determined by the approving authority.

B. Materials presented for distribution by other organizations.
   1. The organization shall submit to the appropriate approving authority a *Request for Approval to Distribute Non-school Materials* form (Rule 2361, Form A) along with a copy of the material(s) intended for distribution.
2. The materials shall include:
   a. The name of the organization; and
   b. The following disclaimer:
      “These materials are neither sponsored by nor endorsed by the
      Board of Education of Baltimore County, the Superintendent
      or this school or office.”
3. The approving authority will advise the organization in writing if the
   materials have been approved for distribution.
4. If approved, sufficient copies of the materials shall be delivered to the
   approving authority at least ten (10) school days prior to the intended
   distribution.
5. Materials will be distributed as close to the date requested by the
   organization or as determined by the approving official.

Related Policies: Board of Education Policy 1210, Relationship with Parent-Teacher
(Student) Association
Board of Education Policy 1300, Use of School Facilities
Board of Education Policy 3160, Review and Approval of School-
Sponsored Activities
Board of Education Policy 8363, Conflict of Interest – Prohibited
Conduct

Rule
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