

1325/Distribution and Promotion of Products, Services, and Informational Materials

TRUMBULL PUBLIC SCHOOLS
BOARD OF EDUCATION
POLICY MANUAL

SECTION: 1000
CATEGORY: Community Relations
POLICY CODE: 1325/Distribution and
Promotion of Products,
Services, and Informational
Materials

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

Policy Statement

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: 4/24/1984
Revised: 2/8/2001, 8/21/2001,
1/3/2006, 6/12/2018

References

- Trumbull Board of Education Policy Code 1324: Fund Raising
- Trumbull Board of Education Policy Code 6162.51: Educational Research and Surveys of Students

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Regulations

1. Permission to post notices and/or distribute materials for one specific school may be granted by that school's principal.
2. Materials that will be posted at and/or distributed to more than one school require the specific approval of the Superintendent or his/her designee. If such 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.
3. Only the following will be considered for approval by either the school principal or the Superintendent or his/her designee for posting and/or distribution:
 - Notices or materials advertising events, programs, or services provided by school-affiliated groups (e.g., PTA, Athletic Booster Club, etc.).
 - Notices or materials advertising events, programs, or services provided by the Town of Trumbull (e.g., Parks & Recreation Department).
 - Notices or materials advertising events, programs, or services provided by non-profit organizations. If a non-profit and a for-profit organization 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 (e.g., Trumbull Rotary Club).
 - Acknowledgement of sponsorship in the form of a banner, placard, or other item displaying identification of sponsor without promotional advertisement.
4. Notices or materials advertising events, programs, or services provided by for-profit organizations or that are in conflict with Trumbull Public Schools events or programs will not be approved for posting and/or distribution.
5. Any proposed use of surveys, questionnaires, or similar research methods must conform to Trumbull Board of Education Policy 6162.51, "Educational Research and Surveys of Students."
6. Any request for student information must conform to Trumbull Board of Education Policy 5125, "Confidentiality and Maintenance of Student Records."
7. This Policy and its Regulations should not be construed as preventing a teacher from using instructional or informational materials even though the materials might include reference to a brand, a product, or a service.
8. A company or outside organizations who offers to supply the District with items of goods, services, or advertisements displaying the company's name or logo must have its proposal submitted to, and accepted by, the benefitting school, Department, or organization, who will submit the proposal to the Superintendent for his/her approval.
9. Recognizing a company or outside organization for its support of the District, a school, or a school activity is appropriate; however, advertising a company or outside organization for the purpose of promoting a specific service or product is not allowed.

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10. The Board of Education takes no responsibility for the contents of notices or materials distributed outside the guidelines of this Policy and its Regulations.