

**DISTRIBUTION AND DISPLAY OF  
NON-SCHOOL MATERIAL**

Policy Code: **5210**

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1 The Transylvania County Board of Education (the “board”) believes students and the educational  
2 program must be the focus of the school system. In order to maintain an educational  
3 environment conducive to learning and to minimize intrusions upon instructional time,  
4 distribution and display of non-school material will be limited in accordance with this policy and  
5 policy 5240, Advertising in the Schools. School officials shall screen and approve the  
6 distribution or display of non-school material on school property. (The term “non-school  
7 material” is defined in Section ~~E~~F.)  
8

9 This policy applies to the distribution and display of non-school material by students and school-  
10 related groups (as defined in Section ~~E~~F) and by governmental agencies, educational institutions,  
11 and non-profit entities as permitted in Section ~~B~~C. **Except as provided in Section A, below, this  
12 policy will not be construed as applying to or prohibiting the display of compliant political signs  
13 permitted by G.S. 136-32.**  
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15 **A. DISPLAY OF COMPLIANT POLITICAL SIGNS IN THE RIGHT-OF-WAY DURING**  
16 **DESIGNATED PERIODS**  
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18 Any person may display compliant political signs in the right-of-way of the state highway  
19 system or in municipal street rights-of-way in accordance with the standards established  
20 in G.S. 136-32, even if such right-of-way constitutes school grounds. Compliant political  
21 signs may be displayed in such right-of-way from 30 days before the first day of “one-  
22 stop” early voting to 10 days after the primary or election day. School officials may  
23 remove and dispose of any political sign remaining in the right-of-way more than 40 days  
24 after the primary or election day. School officials shall observe any different rules  
25 established by applicable local ordinance for placement and removal of political signs on  
26 municipal street rights-of-way.  
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28 School officials shall not remove any political sign lawfully placed except as provided in  
29 this section but may request the Department of Transportation to remove a sign that is not  
30 in compliance with G.S. 136-32.  
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32 **B. DISTRIBUTION AND DISPLAY BY STUDENTS**  
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34 Students wishing to distribute or display on campus any publication, leaflet, or other  
35 written material that is not school-sponsored must submit the publication or material to  
36 the principal for review prior to distribution. The principal shall prohibit distribution or  
37 display when the publication or material contains speech that is prohibited as specified in  
38 Section ~~C~~D but otherwise shall not discriminate on the basis of viewpoint in granting or  
39 denying a student permission to distribute or display non-school publications or  
40 materials. If permission to distribute or display a publication or material is denied, the  
41 student may request review of the principal’s decision as specified in Section ~~D~~E.  
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43 **C. DISTRIBUTION AND DISPLAY BY NON-STUDENTS**

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1. Distribution and display of “school-sponsored or curriculum-related publications and materials” as defined in Section **EF** are permitted during the school day, on school grounds, and at school activities.
  
  2. Distribution and display of publications and materials from school-related groups that have received prior approval of the superintendent or designee pursuant to the standards in Section **ED** and the standards for review of the decision in Section **DE** are permitted at reasonable times and places as designated by the superintendent or designee. The term “school-related group” is defined in Section **EF**. The superintendent or designee shall not discriminate on the basis of viewpoint in granting or denying permitted school-related groups permission to distribute or display non-school material.
  
  3. The following agencies and organizations are permitted to distribute or display educational information or information about programs and activities of interest to students:
    - a. local, state, and federal government agencies and departments;
  
    - b. non-profit organizations that offer educational, recreational, cultural, or character development activities or programs for school-aged children, including, but not limited to, scouts, YMCA or YWCA, organized youth sport leagues, etc.;
  
    - c. school/business partnerships or incentive programs that directly enhance or support the school’s educational program; and
  
    - d. community colleges, universities, and other non-profit institutions of higher education.

All publications and materials that one of the permitted agencies or organizations would like to distribute or display must be submitted to the superintendent or designee for approval prior to distribution or display. Approval for distribution or display will be granted pursuant to the standards in Section **ED** and the standards for review of decisions in Section **DE**. If approved, the publications and materials will be distributed or displayed at reasonable times and places as designated by the superintendent or designee.
  
  4. The superintendent or designee shall not discriminate on the basis of viewpoint in granting or denying permitted agencies and organizations permission to distribute or display non-school materials.

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- 87           5.     The superintendent is authorized to adopt regulations regarding approval forms,  
88           how many times a year groups may distribute or display publications or materials,  
89           delivery and bundling requirements, etc.  
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- 91           6.     Nothing in this policy will be construed to create a public forum that would allow  
92           non-students unrestricted access to school property for the purpose of distributing  
93           or displaying publications or materials.  
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**D.     DISTRIBUTION AND DISPLAY STANDARDS FOR NON-SCHOOL MATERIALS**

95           School officials shall apply the following standards to approve the distribution or display  
96           of all non-school material **by individuals or groups authorized by this policy** on school  
97           property:  
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- 101          1.     While materials will not be screened for viewpoint, the reviewer shall prohibit the  
102           distribution or display of any publication or material that (a) is vulgar, indecent,  
103           or obscene; (b) contains libelous statements, personal attacks, or abusive  
104           language, such as language defaming a person’s character, race, religion, ethnic  
105           origin, gender, family status, or disability; (c) causes or clearly threatens to cause  
106           a material and substantial disruption of a school activity; (d) encourages the  
107           commission of unlawful acts or the violation of lawful school regulations; (e) is  
108           inappropriate considering the age of the students in the school; (f) contains  
109           information that is inaccurate, misleading, or false; or (g) advertises any product  
110           or service not permitted to minors by law.  
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112           The principal or superintendent’s designee shall notify the superintendent before  
113           approving or prohibiting distribution or display of any publications or materials  
114           that raise a question as to whether a specific action by school officials might  
115           violate the Establishment of Religion Clause, the Free Exercise of Religion  
116           Clause, or the free speech rights guaranteed by the First Amendment of the U.S.  
117           Constitution. The superintendent shall consult with the board attorney to  
118           determine the legally appropriate course of action.  
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- 120          2.     The distribution of non-school material must not interfere with instructional time.  
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- 122          3.     Non-school publications and materials distributed or displayed to students must  
123           be clearly identified, through the method of distribution or otherwise, as non-  
124           school materials that are neither endorsed nor necessarily reflective of the views  
125           of the school board or the school system.  
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- 127          4.     In order to minimize disruption to the learning environment, political campaign  
128           materials may not be distributed to students or employees (including through  
129           employee mailboxes and e-mail) or made available on school grounds during

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130                   school time or at school events. However, on election days, posters and printed  
131 materials are permitted **for viewing and distribution to the public** at school  
132 buildings used as polling places in accordance with state law and board of  
133 elections requirements.

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135                   This provision does not prohibit a teacher from using political literature or  
136 campaign material for instructional purposes. However, any teacher using these  
137 materials for instructional purposes shall not use his or her position to promote a  
138 particular candidate, party, or position on a specific issue. The teacher also shall  
139 attempt to use a variety of materials that represent balanced and diverse  
140 viewpoints on the political spectrum.

142 **E.     PROCEDURES FOR REQUESTING DISTRIBUTION OR DISPLAY OF NON-SCHOOL**  
143 **MATERIALS**

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145                   1.     Any individual or organization wishing to distribute or display non-school-  
146 sponsored publications or materials must first submit for approval a copy of the  
147 publication or material to the superintendent or designee at least five school days  
148 in advance of the distribution or display time, along with the following  
149 information: (a) the name and phone number of the individual submitting the  
150 request; (b) the date(s) and time(s) of day of intended distribution or display; (c)  
151 the desired location for distribution or display of material; and (d) if the  
152 distribution or display is intended for students, the grade(s) of students for whom  
153 the distribution or display is intended.
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155                   2.     Within five school days, the superintendent or designee shall review the request  
156 and render a decision. In the event permission to distribute or display the material  
157 is denied or restricted, the individual submitting the request will be informed in  
158 writing of the reasons for the denial or restriction.
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160                   3.     Any request denied or restricted by the principal or designee may be appealed in  
161 writing to the superintendent or designee. The superintendent or designee shall  
162 review the decision and render a decision within 10 school days. Any request  
163 denied by the superintendent may be appealed to the board of education. The  
164 board will review the request at its next regularly scheduled meeting. As  
165 appropriate, the superintendent or the board will consult with the board attorney  
166 concerning a request to distribute or display non-school literature.
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168                   4.     Permission or denial of permission to distribute or display material does not imply  
169 approval or disapproval of its contents by school system administrators, the  
170 school board, or the individual reviewing the material submitted.

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172 **F.     DEFINITIONS**

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The following terms used in this policy are defined as follows:

**1.     Obscene**

“Obscene” describes any speech or work that the average person, applying contemporary community standards (as opposed to “national standards”), would find, taken as a whole, appeals to prurient interest; or that depicts or describes, in a patently offensive way, sexual conduct specifically defined by applicable law; and that, taken as a whole, lacks serious literary, artistic, political, or scientific value.

**2.     Libelous Statement**

Libelous statements are false and unprivileged statements about a specific person that injure that person’s reputation in the community.

**3.     Non-School Material**

Non-school material includes any publication or other written information that is not a school-sponsored or curriculum-related publication or material.

**4.     Material and Substantial Disruption**

A material and substantial disruption is any conduct that for any reason, including inappropriateness of time, place, or type of behavior, significantly interferes with school functions, classroom instruction, or the rights of other students or school employees. Examples of material and substantial disruption include, but are not limited to, demonstrations, destruction of property, injury to students or other persons, shouting or boisterous conduct, and anything that significantly distracts students from instruction or prevents school personnel from performing their educational responsibilities.

**5.     School-Sponsored or Curriculum-Related Publications and Materials**

School-related materials or publications are: (a) materials published by the school system for distribution (i.e. school calendars, menus, school newsletters, etc.); (b) materials that are approved by school officials and related to activities or events that are officially sponsored by the school (i.e. announcements for sports teams, clubs, field trips, school plays, and concerts); or (c) materials that are directly related to instruction.

**6.     School-Related Group**

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217                   School-related groups are organizations formed to support the school in an area of  
218                   recognized need, such as the PTA, the PTO, teachers’ and principals’  
219                   organizations, and booster clubs.

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221   The superintendent shall adopt necessary regulations to ensure that this policy is implemented  
222   throughout the school system.

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224   Legal References: U.S. Const. amend. I; *Peck v. Upshur*, 155 F.3d 274 (1998); G.S. 115C-36, -  
225   47; 136-32; 163A-1046; 163A-1134

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227   Cross References: Collections and Solicitations (policy 5220), Advertising in the Schools (policy  
228   5240)

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230   Adopted: August 15, 2016

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232   Revised: [DATE]

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