



# New Jersey School Boards Association

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## **LEGAL DO'S AND DON'TS OF SCHOOL BUDGET CAMPAIGNS**

**Winter School Public Relations Forum  
Brookdale Community College  
Lincroft, New Jersey  
January 29, 2010**

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### **TRUE OR FALSE-**

1. A Board of Education may produce and distribute a publication in which it exhorts the public to "VOTE YES" on its proposed bond referendum.
2. A Board of Education may hold a series of community meetings where it advocates passage of the referendum, as part of a panel discussion that allows time for public comment and opposing viewpoints.
3. A Board of Education may always permit a Home and School Association or Citizen Advisory Committee to use school district duplicating equipment to print a flyer that promotes passage of the bond referendum.
4. A Board of Education may place information that promotes passage of its bond referendum on its Internet web page a month before the election.
5. A Board of Education may hire a consultant to prepare materials that are accurate and balanced.
6. It is always illegal for a Board of Education to send election literature home with students.
7. PTA-financed flyers that urge the voters to vote in favor of the referendum must list the name and address of the PTA as well as "paid for by" language.
8. A Board of Education can hold a raffle for a prize as an incentive to encourage voter turnout.
9. Back to School Night may not be held at the same time as the school election.

10. A Board of Education has no recourse when its local governing body distributes literature favoring defeat of the bond referendum.
11. A member of a Board of Education may not write a letter to the editor expressing a negative opinion about the school board's proposed budget.
12. Board members who have actively opposed passage of a bond referendum and who have filed a petition contesting the outcome of the election are precluded from voting on issues related to the construction project.