

### **ADVERTISING AND PROMOTION**

The Board recognizes that commercial organizations offer many materials for use by teachers in the classroom. Some of these materials are of high educational value with little advertising emphasis. Other materials are primarily advertising and have only limited educational value.

It is the policy of the Board that supplementary printed materials from commercial, political, religious or other non-school sources should have the approval of the Superintendent before being used in the schools. This approval may be given to materials that are of obvious educational quality, which supplement and enrich text and reference book materials for definite school course, which are timely and up-to-date, and which promote American democratic ideals and moral values.

Advertising materials of commercial, political or religious nature should not be displayed or distributed in the schools or on the school grounds. Pupils may not be used as the agent for distributing non-school materials to the homes without the approval of the Superintendent.

Teachers may use special aids (non-printed materials) such as models, cuts, films, slides, pictures, charts and exhibits for educational purposes with the approval of the Superintendent although such materials may bear the name of a commercial business firm which may have provided the aid.

Educational films secured through commercial sources shall be approved by the Superintendent or his designee prior to their use in the classroom.

Legal Reference:

RCW 42.17.130

Forbids use of public office  
or agency facilities in  
campaigns