

TITLE: Advertising
State Board of Education Ref: 18—5—13

Materials of a sectarian nature will not be accepted for use in the schools. Other free materials may, however, be accepted for instructional purposes under conditions that meet all of the following criteria.

1. The initiative for securing the materials should come from the school. The materials should be of the type that teachers seek, not materials that are thrust upon them to promote the interests of an outside agency.
2. The materials should fulfill a legitimate purpose of the school curriculum.
3. The selfish or private purpose of the sponsor should not be prominent or dominant in materials accepted for use in the schools.
4. The advertising feature of the material should not be blatant.
5. No material should be used that is contrary to the attitudes, which are recognized as ideals of the school system or of our society.