

Administrative Regulation

Sponsored/Free Materials, Use of

Sponsored and free materials usually include pamphlets, leaflets, brochures, posters, films, tapes, recordings, charts, kits, and similar items of current or limited value which are free or for which there is only nominal charge by commercial or organized groups.

The use of such materials is prohibited except when they make a unique contribution to the instructional program and then only if the amount and kind of advertising is not objectionable. The materials must also meet the standards of excellence as required in any publication considered for purchase and use in the instructional program.

The following criteria shall be used in judging whether or not sponsored materials should be used:

- A. The materials must be suited to the age, grade, and level of pupils for whose use they are selected and must be appropriate to the unit for which they are selected.
 1. Does the vocabulary and any picture content meet the criteria stated in (A) above?
 2. Is it correlated to curriculum units?
 3. Is it instructionally motivating?
 4. Does it aid in the development of wholesome attitudes, ideas, and concepts?
 5. Is the format suitable?
- B. Sponsored materials must be essentially accurate in nature.
 1. Is the material correct?
 2. Is the material up-to-date?
- C. Citizenship values should be implicit or explicit in all materials.
 1. Does the author support the generalizations with reliable information and logical deduction?

2. In dealing with the individual's relationship to government, are both obligations and rights presented with proper balance?
 3. When controversial issues are involved, are representative points of view included and treated objectively?
- D. Sponsored materials must be free from advertising which employs propaganda for the trade brand of specific organization or institution sponsoring such materials. The name of the sponsor of the materials, such as might be shown on tracts or factory fronts, is permissible if not excessive.
- E. Five copies of sponsored materials may be used at the discretion of the teacher with the approval of the principal. If more than five copies of the material are to be used, the materials must be submitted to the Office of Public Relations/Publications for review and approval. In such cases, the Request for Approval of Sponsored Material is to be submitted by the principal of the school wherein the materials are to be used.

REQUEST FOR APPROVAL OF SPONSORED MATERIAL

Author _____

Title _____

Publisher/Source _____ Date _____

Free _____ Price _____ Copies Needed _____

Criteria	Yes	No	N/A
1. Sponsored materials should be suitable to the age, grade, and level of pupils for whose use they are selected and appropriate to the unit of study. <ol style="list-style-type: none"> Do the vocabulary/pictures meet the criteria stated above? Are materials suited to curriculum units? Do materials aid in development of wholesome attitudes, ideas, and concepts? Is material stimulating? Is format suitable? 			
2. Accuracy is essential. <ol style="list-style-type: none"> Is material correct? Is material up-to-date? 			
3. Citizenship values should be implicit or explicit in all materials. <ol style="list-style-type: none"> Does author support generalizations with reliable information and logical deductions? In dealing with individual relationship to government, are both obligations and rights presented in proper balance? When controversial issues are involved, are representative points of view included and treated objectively? 			
4. Materials must be free from advertising which employs propaganda for the particular trade brand or specific organization or institution sponsoring such materials. <ol style="list-style-type: none"> Is the advertising excessive? Is the primary purpose of material to educate rather than promote sales? 			

Why is this publication/material needed and how is it to be used?

Is this material unique or can it just as easily be found in textbooks and/or other instructional material purchased by the district?

Does this material meet the requirements of the Education Code?

Date_____ Reviewer_____

Principal_____

School_____

Note: A request for approval of a sponsored publication must be accompanied by an evaluation of the material by the person making the request, together with a sample copy of the publication or a descriptive brochure regarding the publication.

Forward this information to the Office of Public Relations/ Publications.

Ref: EC Sections 18111, 60260
Approved: January 19, 1970
Revised: August 27, 1979
Revised: March 4, 1986
Revised: June 18, 1990
Reviewed: July 1, 2000