852 – Non-School Materials Distribution in Schools

Commercial organizations offer many materials for use by teachers in the classroom. Some of these materials are of high educational value with little or no advertising emphasis. Other materials are primarily advertising and have only limited educational value.

In general, supplementary materials from commercial, political, religious, or other non-school sources, should have the approval of the Superintendent/Designee before being used in the schools. This approval may be given to materials which 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. Students may not be used as the agents for distributing non-school materials to the homes without the approval of the Superintendent.

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

1st Read: April 9, 2014 2nd Read: May 14, 2014

Legal References: Wisconsin State Statutes Sections 118.12

Cross References: 840, Gifts to Schools; 850, Public Solicitations on School Premises