

SPECIAL INTEREST INSTRUCTIONAL MATERIALS

Organizations, institutions, and individuals at times develop materials that are offered to schools free or at a greatly reduced price. As a general rule, sponsored materials present a particular point of view, and **extreme care** must be exercised in evaluating and using them. The responsibility for using sponsored materials rests with the certificated staff member who recommends its use. In any questionable instance, the principal should be informed and will decide whether its use is in the best interests of the students.

Sponsored material must meet the same basic selection criteria as any other instructional material, as well as the following special criteria:

1. Any expression of a **point of view** should be clearly **identified**.
2. The materials should be of a type **that teachers seek**, not materials that are thrust upon them to promote the interests of an outside agency. Ordinarily the initiative for securing the materials should come from the school.
3. Materials should be of such content and quality that they help the teacher do a better job and **enhance the instruction** of the class.
4. Although the materials may contain **advertising**, this feature should be **inconspicuous** and **in good taste**, and the commercial purposes of the sponsor should not be dominant in the material.
5. The **source** of such material should be clearly **identifiable**.
6. **No material** may be used **that violates** the values or objectives which are generally recognized as ideals of the school system or of the community.
7. Teachers and principals must be **aware of their responsibility** for preventing any outside agency from using the public schools for purposes that are opposed to our **form of government** or to our democratic way of life. This responsibility includes, however, helping youth learn how to deal with **hostile propaganda**. For that reason, some materials that are clearly in the nature of propaganda may be used to teach about propaganda at the discretion of the principal and under careful teacher supervision.

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