

# **SCHOOL DISTRICT NO. 48 (SEA TO SKY)**

## **POLICY SERIES 600 - EDUCATIONAL PROGRAM**

<b>604</b>	<b>INSTRUCTIONAL RESOURCES &amp; SUPPORT</b>
<b>604.2</b>	<b>Advertising/Promotion</b>

Increasingly, ideological and commercial enterprises are producing attractive, highly relevant, educational support materials for instructional programs. These materials typically contain company logos or advertising that promote ideological and/or commercial interests.

The Board of Education, School District No. 48 (Sea to Sky), is concerned that unless instructional materials are carefully scrutinized, the students in reality become a captive market for advertising or promotions. It is the policy of the Board, therefore, that such materials shall not be used in instructional programs or distributed to students unless it has been carefully screened.