
SCHOOL-COMMUNITY RELATIONS**8000**

ADVERTISING IN THE SCHOOLS POLICY**8014**

1. Rationale

One of the goals of Lakehead District School Board is to prepare its students to be actively involved in community life. Consequently we strive, within limits, to have our schools reflect the community in which we live. Advertising is everywhere around us, and the community views the schools as an ideal location to promote their products or events or points of view. Therefore, there is a need to provide direction to the schools and to the community regarding what forms of advertising are permissible in the schools of Lakehead District School Board.

2. Policy

It is the policy of Lakehead District School Board to permit a limited amount of advertising in the schools as outlined in the guidelines.

3. Guiding Principles

3.1 Advertising for charities is permitted in the school with the approval of the principal.

3.2 Advertising of purely a commercial nature is not permitted in the schools.

Commercial sponsorship of an event, an ad in a school publication, or the purchase of equipment is permitted with the approval of the principal in consultation with the school superintendent.

3.3 Announcements of political meetings or controversial social issues are permitted at the discretion of the principal. Political advertising during a campaign is not permitted.

4. Review

This policy shall be reviewed in accordance with Policy Development and Review Policy 2010.

Cross Reference

Date Approved**1991 11 04****Date Revised****April 27, 2010****June 27, 2017**

Legal Reference
