
SCHOOL-COMMUNITY RELATIONS

8000

ADVERTISING IN THE SCHOOLS PROCEDURES

8014

1. Background

The Advertising in the Schools Policy 8014 was established to provide direction to the schools and the community regarding the distribution of community related materials within our Board.

2. Definitions

2.1 Advertising

The promotion of a product or an event by giving public notice using verbal, written or pictorial methods.

2.2 Charity

An organization or institution engaged in non-profit assistance to the poor, distressed, incapacitated, etc., or such institution set up for the care of such individuals or groups.

2.3 Sponsorship

The provision of financial support to a school project or event for which the sponsor receives publicity for his/her product or company.

2.4 Distribution

Distribution is the process of evaluating material from outside agents, as appropriate, based on a set of distribution criteria, and having the materials transported to the schools of Lakehead District School Board via the courier service or by electronic means.

3. Distribution Criteria

- a. Material has educational relevance to students and/or staff.
- b. Non-profit, charitable organizations (registered), unless in a formal partnership with the Board.
- c. The distribution and/or display of materials do not increase the Board's liability.
- d. Ability of students to participate, i.e., cost.
- e. The guidelines for distributing material will be applied consistently to all requests.
- f. The Board's ability to meet the demands of similar requests.

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4. Non-Distribution Criteria

- a. Advertising of a purely commercial nature.
- b. Non-educational or inappropriate material.
- c. Political advertising during a campaign.
- d. Materials, if distributed or displayed, would increase the Board's liability.
- e. The distribution or display of the materials would contravene an act or regulation.

5. Principal Responsibilities Re: Distribution

- a. The principal of a school has the final decision whether to display or distribute any material addressed to their school.
- b. When material received by a school, directly from an outside agency or organization, for the purpose of display or distribution, does not meet distribution criteria, a sample of the material shall be sent to the education officer.

6. Review

These procedures shall be reviewed in accordance with Policy Development and Review Policy 2010.

<u>Cross Reference</u>	<u>Date Received</u>	<u>Legal Reference</u>
_____	1991 11 04	_____
_____	<u>Date Revised</u>	_____
	April 27, 2010 June 27, 2017	