
BUSINESS AND BOARD ADMINISTRATION

3000

ADVERTISING POLICY

3071

1. Rationale

Advertising expenditures are incurred to communicate specific matters of interest to students and their families, to create an awareness of educational programs and activities of interest to the community, and to post for public tenders, requests for proposal, and job competitions.

2. Policy

It is the policy of Lakehead District School Board to permit advertising as outlined in the guidelines and procedures.

3. Guidelines

- 3.1 Due diligence shall be exercised in determining the advertising medium that maximizes cost efficiency.
- 3.2 Appropriate approvals support the nature and extent of an advertising campaign.
- 3.3 Advertising campaigns are targeted to specific groups that have a demonstrable need for information.
- 3.4 Advertising must present objective, factual and explanatory information based on verifiable facts in an unbiased, fair, and equitable manner.
- 3.5 Advertising campaigns must be in compliance with any applicable laws and regulations.
- 3.6 Advertising expenditures must be made in accordance with Board purchasing policies.
- 3.7 Examples of suitable uses for advertising include:
 - school registration;
 - program offerings;
 - extracurricular activities;
 - public consultations;
 - employment opportunities;
 - requests for tenders/proposals; and/or
 - Board accountability to the public.

BUSINESS AND BOARD ADMINISTRATION	3000
ADVERTISING POLICY	3071

3.8 Examples of inappropriate uses of advertising include:

- recruiting students from other school boards or schools;
- providing unverifiable or inaccurate information or comparisons;
- using paid advertising with parents, teachers or students, for the sole purpose of lobbying the government or other education partners; and/or
- using advertising that is not targeted to appropriate groups, for example, through widespread phone calls.

4. Review

This policy will be reviewed according to 2010 Policy Development and Review Policy.

<u>Cross Reference</u>	<u>Date Approved</u>	<u>Legal Reference</u>
	October 23, 2007	
	<u>Date Revised</u>	
	January 28, 2014 November 23, 2021	