

BUSINESS AND BOARD ADMINISTRATION	3000
ADVERTISING PROCEDURES	3071

1. Policy

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

2. Procedures

2.1 Lakehead District School Board employs a communications officer. All proposed advertising of an educational nature must be submitted to the communications officer for approval of:

- the objectives of the project;
- the nature and content of the proposed advertisement; and
- selection of the appropriate media.

2.2 The communications officer will initiate or oversee the advertising campaign to ensure that:

- the appropriate public are addressed with valid information;
- the selected media provides the best value and is appropriate for the audience; and
- the outcomes are monitored and evaluated.

2.3 Other forms of public advertising (job competitions, public tenders) must be approved by the appropriate department manager.

2.4 Advertising expenditures must be competitively priced in accordance with the 3030 Purchasing Policy and Procedures.

2.5 Proposals for advertisements must be approved by one of the following:

- the communications officer;
- the supervisor of financial services; or
- senior administration.

3. Review

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

<u>Cross Reference</u>	<u>Date Approved</u> October 23, 2007	<u>Legal Reference</u>
	<u>Date Revised</u> January 28, 2014 November 9, 2021 November 23, 2021	

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