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| SCHOOL-COMMUNITY RELATIONS | 8000 |
| ADVERTISING IN THE SCHOOLS PROCEDURES | 8014 |

1. Background

The 8014 Advertising in the Schools Policy was established to provide direction to the schools and the community regarding the distribution of community related materials within Lakehead District School Board (LDSB).

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 their 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 LDSB.
- c. The distribution and/or display of materials do not increase LDSB'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. Lakehead District School 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 LDSB'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 superintendent of business or designate.

6. Review

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

| <u>Cross Reference</u> | <u>Date Received</u> 1991 11 04 <u>Date Revised</u> April 27, 2010 June 27, 2017 May 27, 2025 | <u>Legal Reference</u> |
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