



ADMINISTRATIVE PROCEDURE	
<i>Approval Date</i> 2016	<i>Replacing</i> All previous procedures
<i>Review Date</i> 2021	<i>Page</i> 1 of 3
<i>Contact Person/Department</i> Director of Education	<i>Identification</i> BU-3066

ADVERTISING

1.0 PURPOSE

It is the belief of Trillium Lakelands District School Board that advertising is to inform and educate the public, as well as create awareness of educational programs, services, issues, events, and community activities of specific interest or benefit to the school community which includes staff, students, and parents/guardians.

The purpose of this procedure is to:

- 1.1 provide guidelines for school Board advertising expenditures.
- 1.2 provide guidelines for organizations outside of the school Board to distribute information to students.

2.0 REFERENCES AND RELATED DOCUMENTS

- 2.1. The Education Act – Regulation 298
- 2.2. Ministry Memorandum 2006: B15 – School Board Expenditure Guidelines
- 2.3. BU-3016 Procurement of Supplies and Services Procedure

3.0 TERMS AND DEFINITIONS

3.1. POSTING

This term refers to the display of promotional materials in schools and offices as well as to posting information on school and board websites, and school and board online communication tools.

3.2. SOCIAL MEDIA

Social media refers to websites that allow users to share content, media, and more. Examples include Facebook, Twitter, and YouTube.

4.0 ADMINISTRATIVE PROCEDURE

4.1 RESPONSIBILITIES

- 4.1.1 Trillium Lakelands District School Board, as a responsible community partner, supports the efforts of schools in facilitating communication between community groups, government agencies and appropriate commercial enterprises and to its school community.
- 4.1.2 The Board recognizes that it has a responsibility to protect students from the influence of inappropriate levels of commercial and / or political advertising.
- 4.1.3 The Board reserves the right to approve or deny approval for the distribution to students of any advertising, announcement, information, literature, or materials as it may deem appropriate.
- 4.1.4 School principals reserve the right to approve or deny approval for the newsletter insertion, posting, display, or posting online of any advertising, announcement, information, literature, or materials as they may deem appropriate.

4.2 ADVERTISING OR POSTING INFORMATION FOR STUDENTS

- 4.2.1 The only materials that may be sent home with students will be from the school, the school Board, the provincial government (including health units), and the federal government.
- 4.2.2 Advertising or posting information is not acceptable from profit-making organizations (unless the materials are from a school-sanctioned principal-approved fund-raising campaign).
- 4.2.3 Any donation, sponsorship, or advertisement in or for a school, and on school board websites, social media, or other online applications must be related to the educational, recreational, and / or cultural interests of the students and must provide an educational benefit for students.
- 4.2.4 Advertising, posting, or distribution of materials from pharmaceutical, tobacco, distilling, fermenting, or brewing companies must not be permitted in schools or facilities owned or operated by the Board.
- 4.2.5 Political, sectarian, or religious groups shall not be permitted to advertise, post, or distribute material to students.
- 4.2.6 Non-profit community organizations may share information with students and parents by:

- a) subscribing to the Board's online flyer delivery service;
- b) requesting permission from the school principal for hard copies of the information to be available in the school office.

4.3 BOARD ADVERTISING

4.3.1 A board employee shall not accept personal inducements of any kind for the promotion and / or acceptance of advertising.

4.3.2 Any representation of Trillium Lakelands District School Board by outside agencies must be approved as to content, frequency, and style of publication by the Director's Office.

4.3.3 The Board supports local media being involved as much as possible in Board advertising.

4.3.4 Advertising Campaigns:

- a) are targeted to specific groups that have a demonstrable need for information (i.e. Kindergarten registration);
- b) present objective, factual, and explanatory information based on verifiable facts in an unbiased, fair, and equitable manner;
- c) are in compliance with any applicable laws and regulations;
- d) have approval mechanisms in place to support the nature and extent of the campaign;
- e) have a process in place to ensure that expenditures are adequately managed to achieve planned outcomes; and
- f) where possible are able to produce measurable outcomes as a result of advertising activities.

4.4 ADVERTISING FOR REGISTRATIONS, GOODS, AND SERVICES

4.4.1 All advertising should be limited in size and content to provide the best coverage at the lowest cost.

4.4.2 All print advertisements will name the Director of Education and Chairperson of the Board. (as per Publishing Standards BD-2500)

4.4.3 The Board will attempt to inform as many vendors as possible of its requirements for goods and / or services.