

ADVERTISING AND DISTRIBUTION OF MATERIALS IN AND THROUGH SCHOOLS

Background

It is in the best interests of students and their learning to cooperate with community businesses and organizations in bringing worthwhile information and opportunities to students and their parents. The advertising and distribution in schools of non-school activities, services and/or information shall occur only if they enhance the ongoing educational program in the school and do not create a conflict of interest for Division employees. The Principal has the responsibility for approving these activities in accordance with these procedures.

Procedures

1. Advertising of community activities to the school parent community is permitted if approved by the Principal, with the exception of:
 - 1.1 Activities sponsored by alcohol, tobacco or cannabis companies;
 - 1.2 Activities with a clear profit motive and no educational or community value to students.
2. The advertising of products or services by a commercial business, organization, or agency is permitted at the discretion of the Principal, provided that it contributes to the social or educational benefit of students or their families, with the exception of advertising for unlicensed child care services.
3. The advertising and sale of school-related services such as school photos, yearbooks, calendars, agendas, school clothing, and jewelry are permitted at the discretion of the Principal.
4. The advertising of educational products or services aimed at staff by a commercial business is permitted if the products or services may be of interest to staff and the Principal approves the specific material. Such advertisements shall be restricted to the staff room or staff mailboxes.
5. Advertising in school publications such as newsletters and yearbooks shall be at the discretion of the Principal.
6. Unsolicited advertisements of non-school commercial activities, products, or services will not be sent home with students. However, teachers may choose to offer participation in book clubs or incentive programs on the approval of the Principal.

7. Sometimes business firms or organizations produce materials, products, websites, etc. which are of considerable value for school use, the production of which is designed to create general goodwill for the producer rather than to encourage directly the sale of a specific product or service. Such materials may be accepted for use in schools if all of the following conditions are met:
 - 7.1 The materials are judged by the Superintendent (or designate) and Principal to have sufficient educational or other value to justify their being used in schools;
 - 7.2 The advertising is inconspicuous and not sent directly to students; and
 - 7.3 The conditions of their use within the schools are determined solely by the Principal and are not imposed by any outside agency.
8. The distribution of materials relative to fund raising for or in conjunction with community organizations or businesses, school or school-related fund raising shall be at the discretion of the Principal, subject to the following:
 - 8.1 All fund-raising activities shall comply with legislation and Division provisions.
 - 8.2 Release of lists of names and addresses of staff or students to any outside individual, company, or organization is strictly prohibited and contravenes FOIP legislation.
 - 8.3 The sale or distribution for sale of tickets or goods, canvassing of, and the taking of collections from students within the schools or on Division property or at a school/Division sanctioned event by or on behalf of any outside individual or organization without the express permission of the Superintendent is prohibited.
 - 8.4 The distribution of free admission tickets to students where the purchase of an adult's ticket is required as a condition of use is prohibited.
 - 8.5 Any promotion, advertising, distribution of materials, goods or services by which any individual staff member might accrue any financial gain or in which they have a vested interest is prohibited.
9. Authorization for the distribution of all other materials and/or products is left to the discretion of the Superintendent or designate.
10. The distribution of material addressed in this procedure through the Division without the prior approval of the Superintendent or designate is prohibited.
11. Contractual arrangements for school use of specific products and/or team or activity sponsorship is possible with the approval of the Principal.

Reference: Relevant Legislation and Regulations