

Administrative Procedures Manual	Administrative Procedure 153
	Advertising in Schools
	APPROVED: September 1, 2013
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LEGAL REFERENCE:	Section 52, 53, 222, 256 Education Act Freedom of Information and Protection of Privacy Act

Background

The Division has the responsibility to prevent the schools from being used as a means of an economical or convenient avenue of approach to parents and students or for distribution of materials, goods and services by non-school related agencies or individuals.

However, certain campaigns, distribution and advertising through schools without undue interference with the educational operation of the school, when they result in direct and specific benefit to students, are deemed to be appropriate for school participation.

Procedures

1. The distribution of materials and announcements relative to education, community organizations, school or school related fund raising shall be left to the discretion of the Principal.
2. Advertising materials may be accepted for use in schools, if:
 - 2.1 The materials are judged by the Principal to have sufficient educational or other value to justify their being used; and
 - 2.2 The conditions of their use within the schools are determined solely by the Principal and are not imposed by any outside organization.
3. Supply of lists of names and addresses of staff or students to any outside individual, company or organization is prohibited.
4. The sale or distribution for sale of tickets or goods, canvassing of, and the taking of collections from students or staff from within the schools or on Division property by or on behalf of any outside individual or organization during instructional hours is prohibited, unless on business having the prior approval of the Superintendent or Principal.
5. Students are not to be requested to take home any advertising materials unless the school or Division endorses a particular product, service or program.
6. All other distribution of materials shall be left to the discretion of the Superintendent.
7. The distribution of material through Division Office without the prior approval of the Superintendent is prohibited.