



ADVERTISING, DISTRIBUTION AND MERCHANDISING IN AND THROUGH SCHOOLS

Background

Board Policy 20: Fiscal Stewardship calls the Board to be good fiscal stewards who are accountable to internal and external perspective holders. The Board believes that 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 Superintendent and/or the Principal has the responsibility for approving these activities in accordance with the procedures.

The advertising, distribution and/or sale in schools of non-school activities, services, information and/or products shall occur only if they enhance the ongoing educational program in the school and are complementary to the Board's mandate for Catholic education. (See Board Policy 1: "Board Mandate, Mission, Vision, Value and Goals").

Procedures

1. Advertising of community activities is permitted if approved by the school Principal, with the exception of:
 - 1.1 activities sponsored by alcohol or tobacco companies;
 - 1.2 activities with a clear profit motive and no educational 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 it contributes to the social or educational benefit of students or their families, with the exception of advertising for unlicensed childcare services. In making these decisions, the Principal should consider whether the businesses, organizations, or agencies in question have competitors that will also need to be invited to advertise in the same way.
3. The advertising and sale of school-related services such as instructional materials, school photos, yearbooks, calendars, agendas, school clothing and jewelry are permitted at the discretion of the Principal.
4. The Principal shall require instructional materials sales people to meet with members of the staff at times that do not interfere with the instructional program.

5. 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 school Principal approves the specific print material. Such advertisements shall be restricted to the staffroom or staff mailboxes. In making these decisions, the Principal should consider whether the businesses, organizations, or agencies in question have competitors that will also need to be invited to advertise in the same way.
6. Advertising in school publications such as newsletters and yearbooks shall be at the discretion of the Principal. In making these decisions, the Principal should consider whether the businesses, organizations, or agencies in question have competitors that will also need to be invited to advertise in the same way.
7. Unsolicited advertisements of non-school commercial activities, products, or services shall 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.
8. 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:
 - 8.1 the materials are judged by the Superintendent of Schools and school Principal to have sufficient educational or other value to justify their being used in schools;
 - 8.2 the advertising is inconspicuous;
 - 8.3 the conditions of their use within the schools are determined solely by the Principal and are not imposed by any outside agency; and
 - 8.4 the Principal considers whether the business, organization, or agency in question has competitors that will also need to be invited to advertise in the same way.
9. 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:
 - 9.1 All fund-raising activities shall comply with the provisions of Administrative Procedure 512: School-Generated Funds.
 - 9.2 Release of lists of names and addresses of staff or students to any outside individual, company or organization is prohibited.
 - 9.3 The sale or distribution for sale of tickets or goods, canvassing of, and the taking of collections from students within the schools or on Board property by or on behalf of any outside individual or organization without the express permission of the Superintendent is prohibited.
 - 9.4 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.

- 9.5 Any promotion, advertising, distribution of materials, goods or services by which any individual staff member might accrue any financial gain is prohibited.
- 10. The distribution of material addressed in this Administrative Procedure through the Catholic Education Centre without the prior approval of the Superintendent is prohibited.