

ADVERTISING IN SCHOOLS

Background

There are an increasing number of requests by commercial interests to have access to students and staff to advertise their services and products.

Procedures

1. All advertising in Division schools must be authorized by the Superintendent.
2. In general, all political, religious, commercial or other non-school, non-Division advertising is prohibited in school.
 - 2.1 Some discretion is allowed to principals in approving posters, etc., of a nature considered of interest or benefit to the students of the school.
3. From time to time, advertising approval may be given by the Superintendent to organizations of a service or charitable nature.
4. If in doubt, principals shall check with the Superintendent regarding prior permission.
5. Under the following conditions, approval may be granted for commercial sponsorship of certain school activities or services.
 - 5.1 The product, service or support being offered must be compatible with Catholic school identity and the Division philosophy and mission.
 - 5.2 A written agreement for support/sponsorship must be reached between the sponsor and the Principal (Agreement to Sponsor a School Activity/Service Form).
 - 5.3 The Principal or designate will undertake ownership and responsibility for all donated products/materials unless specifically excluded in the agreement.
 - 5.4 The agreement must be approved by the Superintendent or designate prior to implementation.

Reference: Section 20, 27, 60, 61, 113 School Act
Freedom of Information and Protection of Privacy Act