



POLICY – PO421

Advertising, Announcements, Posting and Distribution of Materials

Area:	Operations
Source:	Superintendent of Education – Policy Development
Approved:	Feb. 27, 2006
Revised:	Feb. 10, 2020

1. Introduction

The Board, as a community partner recognizes its role in facilitating communication to staff, students and parents.

The Board expects that careful consideration will be given to the approval of requests for advertising, announcements, postings and distribution of materials in order to safeguard members of the community from messaging that is inconsistent with the values and teachings of the Catholic church and from the influence of commercial and political pressure.

2. Definitions

Advertising – the promotion of any product, service, organization, agency or program other than those approved for the purpose of conducting the business of the Board.

Announcement – any notice providing information about a product, service, organization, agency or program other than those approved for the purpose of conducting the business of the Board.

Distribution – any advertisement or announcement intended for public dissemination by way of, but not limited to, newsletters, mailings or handouts as applicable to students, parents or employees of the Board.

Posting – any advertisement or announcement intended for public dissemination by way of, but not limited to, a bulletin board, electronic ticker board, website or any combination thereof.

3. Purpose

The purpose of this policy is to provide the criteria for advertising, making announcements, distributing and posting materials on Board premises, or to students, parents and employees under the jurisdiction of the Board.

4. Application / Scope

This policy applies to, but not limited to, all requests made from individuals, parishes, community groups, government agencies or Board employees.

5. Principles

5.1 The Board believes that:

- 5.1.1 the community appreciates and values receiving information regarding community programs and events;
- 5.1.2 it has a responsibility as a community partner to support efforts in facilitating communication within the community;
- 5.1.3 staff in a supervisory capacity, including but not limited to, supervisory officers, principals and other supervisors are in the best position to assess the merits of requests under this policy;
- 5.1.4 approval of requests made under this policy should reflect the best interests of the Catholic learning community;
- 5.1.5 in approving requests under this policy, it has a responsibility to protect students, parents and staff from commercial and political influence;
- 5.1.6 it has a duty to entrust appropriate staff with the right to approve or deny requests made under this policy.

6. Requirements

- 6.1 The Director of Education shall issue administrative procedures to support this policy and to amend them thereafter as the need arises.
- 6.2 All requests under this policy shall be made directly to the appropriate supervisor as applicable. Requests to a specific school shall be forwarded directly to the Principal of the school.
- 6.3 All requests for advertising, announcements, postings and distribution of materials on Board premises or to students, parents and staff under the jurisdiction of the Board, shall be approved by the appropriate supervisor or principal.
- 6.4 Requests which endorse, directly or indirectly, any commercial enterprise, or political point of view shall not be approved.
- 6.5 Requests, from non-profit organizations, which promote a product, service or program, may be approved by the appropriate supervisor or principal.
- 6.6 Request for distribution of material approved by the appropriate supervisor must include the supply of all materials to the school(s) involved.
- 6.7 In approving requests staff rendering a decision shall ensure that:
 - a) the content shall be consistent with the values and the teachings of the Catholic church;
 - b) the communication promotes the best interests of students, parents or staff as applicable;
 - c) all approvals support the Board's positive relations with recognized community groups;
 - d) the approvals promote the benefit of the Catholic learning community;
 - e) any approvals in no way may be perceived to endorse an enterprise or its related products or service, except where these are part of approved fundraising campaigns;
 - f) copies of any communication approved under this policy shall be kept on file and be accessible for a period of one year for information and review as required.

7. Sources

7.1 Operation of Schools General – O.Reg. 298, Section 24 (1-2)

8. Related Policies and Administrative Procedures

8.1 Fundraising Policy (PO416)

8.2 Advertising, Announcements, Posting and Distribution of Materials Administrative Procedure (AP421-1)