



# Administrative Procedure: Advertising, Announcements, Posting and Distribution of Materials

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The purpose of this Administrative Procedure is to outline the process for responding to requests for advertising, making announcements, distributing and posting materials on premises or as applicable to students, parents, or employees under the jurisdiction of the Board.

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

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 the influence of commercial and/or political pressure.

## Definitions:

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

An **Announcement** includes 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.

A **Posting** refers to any advertisement or announcement intended for public dissemination by way of, but not limited to, a bulletin board, website or combination of these.

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

## Advertising Initiated by the Board may include:

- School registrations, including junior kindergarten registration.
- School events and program offerings.
- Information to ratepayers and the Catholic community about their constitutional rights and the availability of Catholic Education in their community.
- Extra-curricular activities.
- Public consultations.
- Employment opportunities.
- Requests for tenders of goods and services.
- School Board accountability to the public (ie. annual publication of Board financial statements, press releases, newsletters, Director's Annual Plan, etc.).
- Board meetings and events.

Approval of any advertisements to the public must be reviewed by the appropriate Board personnel and approved by the Director or designate, before publication.

Following Board approval of website-based electronic advertising and/or announcements, it will be the responsibility of the appropriate Board personnel to communicate the parameters of this to the appropriate IT personnel, through Board IT practices.

All advertising done using Board money, or monies raised under the auspices of the Board, must include an authorized version of the Board or school logo, as applicable. The names of the Director of Education and current Chair of the Board, should be present for Board advertising, while the name of the Principal and School Council Chair, should be present for any school advertising.

Board-wide advertising shall be done in a cost effective manner and in accordance with the Board's purchasing policy.

## Advertising Not Initiated by the Board:

1. All requests for advertising, announcements, postings and distribution of materials on Board premises or to be given out to students, parents, and staff under the jurisdiction of the Board, shall be approved by the appropriate Supervisory Officer or Principal. Requests to a specific school shall be forwarded directly to the Principal of the school.
2. Requests which endorse, either directly or indirectly, any commercial enterprises, or political point of view shall not be approved.
3. Requests from nonprofit organizations, which promote a product, service or program, may be approved by the appropriate Supervisory Officer or Principal.
4. Principals, school council members and staff must exercise reasonable care that neither their influence with students, nor their position in the school community, shall be used for personal advantage or promote commercial or partisan interest of any person, business or institution.
5. Where it is unclear whether materials are appropriate for distribution, or, if a request for distribution raises questions or concerns, the request will be referred to the appropriate Supervisory Officer.
6. The Supervisory Officer or Principal shall determine if the request meets the criteria of the Advertising, Announcements, Posting and Distribution of Materials policy.
7. Where approval is not granted, the supervisor, Principal or other appropriate designate shall notify verbally or in writing, the requesting individual, agency or organization that approval will not be forthcoming, making reference to the Board policy as a reason for denying the request. Where approval is not granted, the supervisor's or Principal's decision shall be final.
8. The Director may approve for system-wide dissemination, advertising, announcements, postings and distribution of materials in order to expedite communication that is deemed beneficial to the members of the Catholic school community.

9. Each school will maintain a staff room bulletin board to be used by OECTA and SEIU, for the posting of their materials. Stewards may distribute materials from these organizations, to their members.

## Approving Requests Criteria:

In approving requests, staff who are making a decision shall ensure that:

- The content shall be consistent with the teachings of the Catholic Church, and the Board's Mission, Vision and Values and policies.
- The communication promotes the best interests of students, parents or staff, as applicable.
- All approvals support the Board's positive relations with recognized community groups.
- The approvals promote the benefit of the Catholic learning community
- Any approvals given in no way may be perceived to endorse an enterprise or its related products or service, except where these are part of an approved fundraising campaign.
- Under no circumstances will advertising, posting or distribution of materials from political parties, pharmaceutical, tobacco, distilling, fermenting or brewing companies be permitted in schools or facilities owned or operated by the Board.
- Any corporation or product listed must not be in violation of any International Human Rights laws. Those who determine if the corporation is violating any such laws, will complete reasonable due diligence.