

## Administrative Procedure 152

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### ADVERTISING IN AND THROUGH 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. Advertising of community activities by way of posters, displays, brochures, or intercom announcements is permitted if approved by the Principal.
2. Unsolicited advertisements of non-school commercial activities, products or services will not be sent home with students.
3. The advertising of products or services by a commercial business is permitted by way of a poster if the products or services may be of interest to students and the Principal approves the particular poster.
4. Sometimes business firms produce materials 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 advertising materials may be accepted for use in the schools if all of the following conditions are met, but not, in any case, for direct distribution to the students' homes:
  - 4.1 The materials are judged by the Superintendent and Principal to have sufficient educational or other value to justify their being used in schools.
  - 4.2 The advertising is inconspicuous.
  - 4.3 The conditions of their use within the schools are determined solely by school personnel and are not imposed by any outside organization.
5. The distribution of materials relative to education, community organizations, school or school-related fund raising shall be left to the discretion of the Principal, subject to the following conditions:
  - 5.1 The supply of lists of names and addresses of staff or students to any outside individual, company or organization is prohibited.
  - 5.2 The sale or distribution for sale of tickets or goods, canvassing of, and the taking of collections from students within the schools or on Division property by or on behalf of any outside individual or organization during instructional hours is prohibited.
  - 5.3 Any promotion, advertising, distribution of materials, goods or services by which any individual staff member might accrue any financial gain is prohibited.

6. All other distribution of materials will be left to the discretion of the Superintendent or designate.
7. The distribution of material through the Division Office without the prior approval of the Superintendent is prohibited.

Reference: Section 33, 52, 53, 55, 197, 222, 256 Education Act  
Freedom of Information and Protection of Privacy Act