

## **Advertising/Promotion and Communication Policy 2260**

**May 30, 2006**

**Revision: December 14, 2010**

**Review: Oct 14, 2014**

The Board of Education believes that students must be protected from possible exploitation and will take the necessary action to ensure that students are protected from such advertising and promotion.

The Board of Education recognizes that it enjoys a privileged relationship with families by virtue of their access to transmit information to those families through students and has the responsibility to protect this relationship from abuse.

Students and their families, and staff of the schools are to be protected from intrusions by announcements, posters, bulletins, and communications of any kind from individuals and organizations not directly connected with the schools.

It is the responsibility of the Board of Education to make it clear that schools are intended to serve children, not other interests.

### Guidelines

Pupils must be protected from possible exploitation in considering requests that they be used in advertising or promoting the interest of any non-school agency, organization, or activity. Within that context:

1. The schools may co-operate in furthering the work of any non-profit community social service agency, provided that such co-operation does not restrict or impair the educational program of the schools.
2. The schools may use films or other educational materials bearing only simple mention of the producing firm and providing such materials can be justified on the basis of their actual educational values.
3. The schools may, upon approval of the Board, co-operate with any agency in promoting activities in the general school interest, and that promote the education or other best interests of the pupil, such as school pictures.
4. No advertising material may be distributed to students that in the opinion of school authorities would contribute to the personal gain of an individual, business or company except as follows:
  - 4.1 educational material used by staff for educational purposes such as companies that provide books to encourage student reading;

- 4.2 samples, calendars, supply catalogues, etc., which may be distributed to staff for study, purchasing or routine classroom use, with administrative approval.
5. If partnerships are entered into, the display of *sponsoring company* corporate logos are limited to non-structural objects in school buildings or on the grounds; (Please refer to Policy 5310)
6. Upon direction from agencies such as Risk Management, the Board of Education may direct schools to distribute materials such as student insurance.
7. Materials sent home must be restricted to educational advertising and promotion, including fundraising initiatives approved by the Board of Education in Policy #5310.
8. Materials distributed in the schools to pupils must not contain advertising which is beneficial to any particular group or business.
9. Surveys, questionnaires, and requests for information require the Superintendent's permission.
10. Notwithstanding the above, no advertising, promotional or other material originating from a source not directly under the jurisdiction of the Board of Education may be generally displayed or distributed to or through students without the prior approval of the Superintendent or designate.