

## **ADVERTISING**

### **Background**

Schools, as educational institutions with a “captive” clientele, must not become vehicles for the circulation of materials intended primarily for commercial gain, nor for exploitation of students and their families by commercial, political, religious, cultural or other non-school interests. Therefore, the promotion of sales or support by canvassing, advertising, or by other means, on the part of any person, firm or organization on school premises is not appropriate.

Canvassing, advertising, selling or offering to sell goods, services or merchandise to staff, students or parents requires prior approval by the Principal or the Superintendent.

### **Definition**

Advertising is an oral, written or graphic statement, made by the producer, manufacturer, or seller of products, equipment, or services, which calls for the public’s attention to arouse a desire to buy, use, or patronize the product, equipment, or services.

### **Procedures**

1. Distribution of materials supplied by genuine, community-oriented organizations may be authorized by the Superintendent, provided that they do not demand undue disruption of school time or routine, and provided that they do not contain religiously oriented or inflammatory material which might create unfavorable community reaction.
2. Limited and selected advertising may be permitted in school or District publications, provided that it meets standards of good taste as deemed appropriate by the Superintendent and does not conflict with educational objectives.
3. Instructional materials furnished by private sources may be utilized when they are appropriate to the curriculum and when the advertising content is relative to the primary purpose of the materials.
4. Appropriate and discreet acknowledgement may be given to firms or organizations which are involved in a formal school-business partnership.
5. It is the responsibility of the Principal to ensure that school premises are not used to display, distribute, or otherwise advertise a product, service or function on behalf of any person, business, or organization unless the Principal is satisfied that:
  - 5.1. The primary purpose is such that it will complement the educational program;
  - 5.2. The display of such material will not lead to the exploitation of the students;
  - 5.3. It does not imply endorsement by the school; and
  - 5.4. The claims in such materials are not false or misleading.

6. Requests for distribution involving a number of schools or the entire District are to be referred to the Superintendent.

Reference: Sections 8, 17, 20, 22, 65, 85 School Act  
Freedom of Information and Protection of Privacy Act

Approved: December 8, 2015  
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