

**Date of Issue** April 2009

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**Subject** **ADVERTISING IN SCHOOLS AND IN SCHOOL NEWSLETTERS**

**References** Policy 2520 – Advertising  
Policy 2230 – Business Administration – General Purchasing  
APM 2500 – Purchasing Procedures  
APM 2610 – Donations to Schools

**Links**

**Contact** School Services

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**1. Purpose**

- 1.1 Simcoe County District School Board through its schools has established many reciprocal partnerships within the community that support student learning and encouraged the participation of students in community activities.
- 1.2 Organizations and individuals within the community have requested to advertise in our school newsletters and bulletin boards. Regulation 298, Operation of Schools 24(1) states that no advertisements or announcement shall be placed in a school or on school property or distributed or announced to the pupils on school property without the consent of the board that operates the school except announcements of school activities.

**2. Approval or Denial of Requests**

- 2.1 Principals have the authority to approve or deny requests to advertise in their schools which are submitted to their schools. Guidelines that are to be used for approval are listed below.
- 2.2 Superintendents of Education will approve or deny requests to advertise in schools which are received centrally. Approvals will be given for the current school year only.
- 2.3 Decisions by the Superintendents of Education will be posted on the staff website under Advertising in Schools. The path to follow is:

<http://staff.scdsb.on.ca>

Board, Manuals & Directories, Principal's Manuals  
(look for "Advertising in Schools")



**3. Approval Guidelines**

- 3.1 Non-profit making, non-political, charitable, and non-sectarian groups whose work is beneficial to the community as a whole may be permitted to advertise.
- 3.2 Advertisements, which would directly encourage a student to buy a product or service for profit, will not be permitted in schools or on school property. Exceptions would be school fundraising events, as outlined in the school fundraising plan.
- 3.3 Material of an offensive, slanderous, partisan or biased nature shall not be approved.
- 3.4 Advertisements and promotional materials will not promote a particular religion or set of beliefs.
- 3.5 Advertisements, promotional materials and all information distributed via students will conform to statutes, regulations, and Board policies and procedures.
- 3.6 The Principal will consult with the Superintendent of Education if it is unclear as to whether materials are appropriate for posting or distribution or not.

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**Revised**

***Issued under the authority of the Director of Education***