



ALGONQUIN AND LAKESHORE CATHOLIC DISTRICT SCHOOL BOARD

POLICY STATEMENT

PRODUCT OR SERVICE ENDORSEMENT / ADVERTISING IN SCHOOLS

Rationale

The Algonquin and Lakeshore Catholic District School Board will allow advertising and distribution of materials in schools provided that it is in keeping with the Mission and values of the Board. The Board will not, at the level of the system or the individual school, give exclusive endorsement to any commercial product or service.

Guiding Principles

- The Board will provide direction and guidelines to the system for the approval of requests to distribute, post and/or display information, literature, advertising, announcements, coupons, admission passes, fundraising information and other similar requests to its students, staff and trustees.
- The Board recognizes that, in approving displays, posters, advertising and announcements, and where communication to parents is distributed via students, it has a responsibility to protect students from the influence of inappropriate levels of commercial and/or political advertising.
- The Board reserves the right to approve or deny approval for the posting, display and/or distribution of any advertising, announcement, information, literature, or materials as it may deem appropriate.
- The Board will not give exclusive endorsement to any commercial product or service or allow by its intentional actions any implication of such exclusive endorsement.
- The presence on any school site of commercial advertising directed intentionally at students or families as consumers is not permitted except in the context of an approved fund-raising initiative.

References

The Education Act and Regulation 298
The Mission of the Board

Administrative Procedures

Product or Service Endorsement / Advertising in Schools

Approved: January 25, 2000

Reviewed: April 28, 2015