

Christ the Teacher Catholic Schools

ADMINISTRATIVE PROCEDURES

SECTION:	100 – GENERAL ADMINISTRATION	CODE:	AP 154
PROCEDURE:	ADVERTISING IN SCHOOLS		

BACKGROUND

The Division has the responsibility to prevent schools from being used as a means of an economical or convenient avenue for non-school related organizations or individuals to approach students and parents for the advertisement or distribution of materials, goods and services. However, the Division recognizes that in-school advertising can serve a useful purpose if it is aimed at community improvement or if the use of gratuitously offered advertising materials can be beneficial to teachers, parents and students.

The Division permits external organizations to advertise in its schools and Division owned facilities provided such advertising does not exploit students, interfere with the educational programs of the school and is in accordance with the administrative procedures outlined herein.

PROCEDURES

1. Any advertising permitted in the schools must reflect the Division's mission, vision and values and its commitment to gospel values and social justice.
2. Principals shall ensure that students are not unnecessarily exposed to commercial advertising.
3. Demonstrations of educational materials and equipment shall be permitted with the Principal's approval.
4. Agents or salesmen wishing to visit schools in the Division must receive prior authorization from the Director. Agents or salesmen that are invited by the schools are not required to receive prior permission from the Director.
5. Nonprofit, non-political, charitable, and non-sectarian groups, whose work is beneficial to the community as a whole may be permitted to advertise and/or promote campaigns on school property upon approval of the Principal. Requests by such groups to advertise in a school newsletter are to be submitted to the Principal for approval.
6. Commercial goods or services shall not be displayed, advertised or sold to students on school premises without permission from the Principal.
7. Posters, signs, etc., advertising a community event may only be displayed on school property after the expressed permission and approval of the Principal has been obtained.
8. The Principal or designate shall exercise full control over the place, kind, manner of fastening and size of the advertising material.

9. A school may use resource materials which contain advertising. The resources shall be carefully evaluated by the classroom teacher to determine the educational value. If the teacher believes that the resource has an educational value for their students the teacher shall receive permission from the Principal prior to its usage.
10. Advertising that is used in the school must be consistent with the values of our Catholic faith. Under no circumstance will the advertising of tobacco products, alcoholic beverages, controlled substances or stimulant drugs, contraceptives, political messages, messages with sexual overtones or other products/services deemed objectionable by the Principal or Director be permitted in schools or facilities owned or operated by the Division.
11. Supply of lists of names and addresses of students, parents or staff to any outside individual, company or organization is prohibited.
12. 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 non-school organization during instructional hours is prohibited. Service projects approved by the Principal are exclusive of this regulation.
13. Any promotion, advertising, distribution of materials, goods or services by which any individual staff member will accrue financial gain is prohibited.
14. The Division approves the use of commercial advertising:
 - 14.1 On vending machines;
 - 14.2 On donated score clocks; and
 - 14.3 In yearbooks.

Reference: Section 85, 87, 108, 109, 175, 367 Education Act

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