



ADMINISTRATIVE PROCEDURE BUSINESS ADMINISTRATION	
Effective:	November 27, 2017
Last Revised:	

ADVERTISING IN SCHOOLS

1. PURPOSE

Rainbow District School Board is committed to maintaining the integrity of the learning and working environment in schools and to ensuring that students are not exposed to inappropriate commercial messages.

2. APPLICATION

This administrative procedure applies to all advertisements, corporate sponsorships, and acknowledgements of corporate sponsorships in schools.

PROCEDURES

3. School Advertisements

3.1 The principal must approve all commercial advertising and corporate sponsorship in the school. The principal's decision must be consistent with Rainbow District School Board's administrative procedures and the Ministry of Education's regulations and/or directives.

3.2 Advertising considered inappropriate includes, but is not limited to:

- use of offensive language;
- pornography;
- promotion of hate, violence, or racism;
- defamatory content;
- political advocacy.

3.3 The principal shall maintain financial records of advertising and corporate sponsorship activities for audit purposes in accordance with board procedures.

4. Board Expectations

4.1 Principals must ensure that students are not unnecessarily exposed to commercial advertising or to inappropriate acknowledgements of individual and/or corporate sponsorships in schools.

4.2 Not-for-profit, non-political, charitable, and non-sectarian groups whose work is beneficial to the community as a whole may be permitted to advertise and conduct promotional campaigns on school property upon approval of the principal.

- 4.3 Outside agencies whose programs are of an educational or cultural value to students may be allowed to advertise or conduct promotional campaigns on school property, upon approval of the school principal.
- 4.4 A person or enterprise may sponsor an event or activity in a school upon approval of the principal. Schools are permitted to acknowledge sponsorship in a manner acceptable to the principal.
- 4.5 When outside agencies are permitted to advertise or conduct promotional campaigns on school property or in school buildings, or the principal authorizes acknowledgement of corporate sponsorship, the principal of the school shall exercise full control over the placement, type, manner of fastening, and size of the advertising material. Principals will consult with Facilities as required.

REFERENCE DOCUMENTS

Legal:

Education Act, section 283 Director of Education: Effective Organization
Education Act, section 265 Duties of Principal: Care of Pupils and Property
Ontario Regulation 298, section 24: Advertisements and Announcements

Board:

Board Policy No. GOV-03: Role of the Corporate Board: Accountability for Student Well-Being
Board Policy No. GOV-06: Role of the Director of Education: Student Well-Being