

Halton District School Board

Operational Policy

NUMBER:	<i>to be determined</i>
TOPIC:	PUBLICITY IN SCHOOLS
EFFECTIVE:	Immediately
CROSS-REFERENCE:	
REVISION DATE:	February 2007
RESPONSIBILITY:	Director of Education

POLICY STATEMENT:

WHEREAS the Halton District School Board

recognizes the constant demand made on school time by organizations or individuals who wish the schools to provide for them an opportunity to advertise to the community, and in order for students to become informed and involved with the community, certain forms of advertising are acceptable;

THEREFORE,

The use of schools by non-commercial organizations be permitted and be limited to general announcements at the discretion of the principal.

The distribution of advertising material or the promotion of any commercial enterprise is generally not permitted.

HOWEVER,

- i) advertising and publicity for school fund raising be allowed as per Student Fundraising Policy;
- ii) commercial sponsorship of a school event, or an advertisement for that event in a school publication, can take place at the discretion of the principal;
- iii) handbills, posters and other advertising matter must not be distributed without the consent of the principal, in consultation with the Superintendent of Schools.

The use of schools for political advertising is not permitted (as per the "Election Campaigns" policy). However, announcements of political meetings during election campaigns are permitted at the discretion of the principal; equal opportunity must be given to all recognized political parties.

The Director of Education screens all requests by organizations wishing to use the schools for educational contests, and the Director of Education is authorized to schedule such contests so that each organization is given similar consideration and so that the disruption of the regular school curriculum is kept to a minimum.