

Procedure Title	Advertising and Distribution of Materials in Schools for External Groups/Organizations		
Date of Issue	April 19, 2016	Related Policy	BP 1604-D
Revision Dates	November 22, 2017	Related Forms	
Review Date		Originator	Administrative Council
References			
Education Act; Ontario Regulation 298; AP 1415-D “Tobacco Free Environment”; BP 1605-D “Partnerships in Education”; BP 2850-D “Distribution of Religious/Belief Materials”; BP 4655-D “Fundraising in Schools”;			

1.0 RATIONALE

- 1.1 Bluewater District School Board (BWDSB) permits advertising and distribution of pre-approved materials from **non-profit/charitable organizations** to its schools, within these established guidelines and in accordance with Ontario Regulation 298. This service is offered as a courtesy and distribution of materials from external organizations will be at the discretion of the Director of Education, Area Superintendents and school Principals.
- 1.2 Approvals to advertise/distribute in schools should not be construed as an endorsement of the program, events services, products etc. which may be advertised. Approvals are given as a means to inform, educate or create awareness of issues, events and community activities of specific interest or benefit to staff, students and their families.
- 1.3 Information to be distributed / advertised must align with Bluewater District School Board policies, procedures and Vision, Mission and Strategic Plan priorities.

2.0 PROCEDURE

2.1 GENERAL EXPECTATIONS

- a) Advertising or distribution requests will only be accepted from charitable or non-profit organizations.
- b) Contributions of a partner in education may be recognized by the use of a logo or the name of the contributing business or individual, if agreed to by the school and its community. No additional verbal promotion is appropriate.
- c) Donations of resources to the school by individuals, local businesses, corporate businesses and other partners may be recognized through a display of names on a notice board, a logo or name on a team uniform, and recognition in a school newsletter. Individuals, businesses and agencies who donate bursaries, scholarships or prizes to students may be recognized in commencement exercises or award programs.

2.2 MATERIALS PERMITTED

- a) To Students
 - i) The only materials that may be sent home with students will be from the school, the school board, the federal government, and the provincial government (including health units).
 - ii) Materials from local municipalities, that would inform students of community programs and recreational opportunities which support student learning, may also be distributed at the discretion of the principal.

- b) To School Offices
- i) Materials which would inform students of community programs/contests and recreational opportunities which support student learning (e.g., driver education, tutoring, music lessons or writing contests), may be available in small quantities in the school office, as approved by the principal.
- c) One per School
- i) Notice of events of interest to staff, students and community may be posted on the school's community bulletin boards or announced over the public address system at the discretion of the principal.
 - ii) Information for staff regarding workshops, guest speakers/presenters, teacher/staff resources, curriculum materials or information for professional development.

2.3 MATERIALS NOT PERMITTED

- a) The following information will not be advertised or distributed in Bluewater District School Board:
- i) Materials that would directly encourage a student to buy a product or service.
 - ii) Materials from community service/non-profit organizations that contain sponsorship logos (due to the nature of those logos).
 - iii) Materials advertising of pharmaceuticals, tobacco, distilling, fermenting or brewing products (in accordance with AP 1415-D "Tobacco Free Environment").
 - iv) Materials that endorse a particular religion or set of beliefs will not be permitted (as per BP 2850-D "Distribution of Religious/Belief Materials").
 - v) Materials that endorse a specific political view, reference political parties or contain personal views.

2.4 HOW TO SUBMIT A REQUEST

If the materials being submitted for advertising/distribution satisfy the above criteria, a formal request may be submitted two (2) weeks in advance of desired date of distribution to allow for appropriate review, approval and distribution (when applicable).

- a) **Who to submit request to?**
- i) **Director's Office:** If the advertising/distribution request will be distributed board-wide and/or through the board courier system, then the request must be submitted to the Director's Office for review.
 - ii) **Principal:** If the advertising/distribution request is specific to the individual school(s) and the board courier will not be used for the distribution, then the request can be approved at the discretion of the principal. Additionally, the following requests can be approved at the discretion of the principal:
 - Scholarship or bursary opportunities/information (in coordination with the superintendent of education responsible for scholarships/bursaries).
 - Fundraising opportunities/information (in accordance with BP 4655-D "Fundraising in Schools").

b) **Information to Include with the Request**

The following information should be included in all requests to advertise/distribute:

- i) Organization name / Contact information (name and email address)
- ii) Valid non-profit/charitable organization number

- iii) A paper or electronic copy (e.g., Adobe Acrobat PDF) of **all** materials intended for distribution (letters to principal, posters etc.)
- iv) Target school(s)
- v) Target grade(s) and/or age
- vi) The format that the advertising/distribution is intended to take (e.g., information to principal to share with staff, information to share with students etc.)
- vii) Target date for distribution

2.5 **APPROVAL AND DISTRIBUTION**

- a) Each approval only applies to the specific items submitted for approval, and for a one-time distribution.
- b) Schools will not accept electronic copies of materials for the purpose of printing. It is the sole responsibility of external organizations/individuals to print and deliver their approved materials.
- c) The impact of the distribution of materials on the human and financial resources of the board will be considered during the approval process. Items for distribution must be bundled appropriately and labelled for the appropriate school.