



REGULATIONS

SUBJECT: Advertising on School Board Property

Definitions

1. School Board property includes the buildings, grounds, vehicles, website, and any other property that is controlled by the Board.
2. Indirect advertising for school fundraising purposes includes partnerships with the private sector where the school stands to gain financially.
3. Advertising for other purposes includes non-profit groups, or educational groups or corporations providing educational or recreational activities after regular school hours including holidays.
4. Advertising for commercial reasons includes any advertising involving the private sector where the institution or person doing the advertising stands to gain financially.

Regulations

1. Advertising for political, religious, or special interest groups, through posting of signs, etc. is prohibited.
2. Advertising for strictly commercial reasons without any educational benefit to the Board or the schools must be approved by the Board of Trustees.
3. Requests for advertising for educational, recreational activities by individuals or corporations, or sponsored by non-profit groups, shall be referred to the Director of Education.
4. The Director of Education, or designate, may approve the sharing of the information contained in the advertising for educational, recreational activities by individuals or corporations, or sponsored by non-profit groups.
5. Advertising related to partnerships between schools and the private sector that benefit the school (e.g. P.A.I.R.S., Yearbook, sponsored programs or activities) may be approved by the Principal in consultation with the School Council subject to the Board's Policy and Regulations on Student Fundraising and Canvassing.

Implementation Date: May 23, 2000
Revised: August 31, 2004
Reviewed: May 13, 2008. March 27, 2012
Revised: November 22, 2016
Reference: LKDSB Policy and Administrative Procedures