



ADMINISTRATIVE PROCEDURES

SUBJECT: Advertising on School Board Property and Distribution of Literature

The Lambton Kent District School Board recognizes the importance of communication and community engagement. LKDSB Employees will refer to the LKDSB *Fund Raising and Canvassing* policy and regulations for additional information about approvals and requirements for all fundraising activities.

Advertising

Board Approvals:

1. The Board must approve all requests for advertising for commercial purposes that does not convey any educational benefit to the Board or the school. Consideration must be given to the Lambton Kent District School Board's Policy and Regulation on Purchasing Goods and Services.
2. The Director of Education shall present the Board with the following information in order to assist the Board in making its decision:
 - i. Information about the agency or corporation making the request.
 - ii. Information about the product or service being promoted.
 - iii. The nature of the proposed advertising.
 - iv. The manner and location in which the advertising would be presented.
 - v. The potential benefit to the schools and/or the Board.
3. The following details shall be outlined in a contract signed by both parties:
 - i. The length of the agreement with a provision for either party to terminate the agreement given reasonable notice of intent.
 - ii. The specific commitment of the parties e.g. fees to be paid by the advertiser, products to be supplied by the sponsor, location of the advertising, etc.
 - iii. The nature of the rights of the advertiser or sponsor.
 - iv. The nature of the rights of the school and the Board.
4. The Board must approve exclusive Board wide agreements, i.e., exclusive rights throughout the Board to a company, excluding its competition.

Director Approvals:

5. The Director of Education, or designate, must approve any requests for advertising that helps to support classroom curriculum or a school's extra-curricular activities (ie. sports teams, school clubs, and drama performances). Any advertising on Elementary or Secondary school athletic uniforms must follow the OFSAA Commercial Sponsorship Criterion and Placement Guidelines.

6. The Director of Education or designate must approve requests for the distribution of literature to students and staff from non-profit groups, educational groups or corporations providing educational activities in schools or held in the community during instructional time. Walk in requests received at the school level must be referred to the Public Relations Officer.
7. The Director of Education or designate must approve requests before duplicating any photographs, audiotapes, websites, videotapes, or films of School/Board Office productions.
8. The Director of Education or designate must approve requests before commercially distributing photographs, audiotapes, websites, or videotapes produced by the School/Board Office departments.

Principal Approvals:

9. The Principal must approve all requests for indirect advertising for school fundraising purposes, including partnerships where the school stands to gain financially (e.g. sponsorship of an event or fundraiser).
10. Requests for distribution of materials that advertise or display a for-profit company logo will not be granted, unless approved under LKDSB *Fund Raising and Canvassing Policy, Regulation and Administrative Procedure*. Donations of materials that advertise or display a company logo will not be accepted, unless approved by the Board or approved under Fund Raising and Canvassing Policy, Regulation and Administrative Procedure (e.g. a company-sponsored fundraiser, such as the charity test drive events).

Distribution of Literature To Students and Staff

11. Principals will forward all relevant requests from external organizations for distribution of materials to students and/or staff to the Public Relations Officer.
12. The Public Relations Officer will maintain an electronic flyer distribution request form for external organizations to submit a request to distribute information to schools for consideration. The form is available at:
<http://www.lkdsb.net/Board/Community/lit/Pages/default.aspx>
13. The Public Relations Officer, or a designate, will review the submitted requests and approve items that comply with the LKDSB Policies, Regulations and Administrative Procedures. The approved items will be posted online for consideration by Principals and staff members, along with any relevant information for consideration (such as instructions for processing payment, liability insurance, requests for facility changes, etc.). The information will be made publicly available at:
<http://www.lkdsb.net/Board/Community/lit/Pages/approved-list.aspx>
14. Only select approved requests will be distributed by school courier mail (e.g. information from LKDSB partners, such as Chatham-Kent and Lambton Public Health and the Municipality of Chatham-Kent or County of Lambton).

15. The Public Relations Officer will inform an approved organization that the material to be sent home with each student must be delivered to the Sarnia Education Centre sorted and labelled for each school.
16. Materials distributed must:
 - Be of educational benefit to students and support curriculum activities for students from a non-profit organization, and align with the Board's mission statement, vision, policies, regulations and procedures
 - Respect the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA) and the Education Act
 - Be respectful of all faiths, races and cultural backgrounds
 - Not be for personal gain, or be a private business or individual
 - Not promote a political, religious or faith-related group or belief
 - Preference will be given to materials from non-profit, charitable organizations in the Chatham-Kent or Sarnia-Lambton areas.
17. The LKDSB Superintendents of Education or designates will approve the distribution of materials that align with the Ontario Curriculum, including staff development material, and forward same to the Public Relations Officer or refer the community organization to the website for distribution of materials.
18. The LKDSB Mental Health Lead and/or Manager of Psychological Services, in consultation with the Superintendent of Special Education, will approve all items related to mental health and well-being. Principals interested in presentations related to mental health and well-being should consult the Mental Health Lead prior to planning such events or activities.

Principals may approve the following items for distribution:

19. At the Principal's discretion, information that complies with the LKDSB *Advertising on School Board Property and Distribution of Literature* Administrative Procedure may be distributed as per the typical means of school communication. Consultation with the Public Relations Officer prior to distribution is not required.
20. Principals may use their discretion for the approval of materials distributed in staff rooms or on staff message boards.
21. Requests for distribution of registration for community sport teams/events will not be granted due to volume of request. In rural communities, principals may approve limited distribution for community sport teams/events.
22. Student career information will be displayed in schools at the discretion of the Principal.

Implementation Date: October 11, 2000

Revised: December 12, 2017, July 2, 2019, June 12, 2020

Reference: Education Act

LKDSB Policy and Regulations *Advertising on School Board Property*

LKDSB Policy and Regulations *Purchasing Goods and Services*

LKDSB Policy, Regulation and Administrative Procedure *Fund Raising and*

Canvassing LKDSB Administrative Procedure *Protection of Student Personal Information*