Lambton Kent District School Board

PROCEDURES NO: **P- BU-522-07**

POLICY

SUBJECT:	**ADVERTISING EXPENDITURES FOR PUBLIC INFORMATION AND AWARENESS**

The Lambton Kent District School Board recognizes the necessity of informing and educating the public, as well as creating awareness of educational programs, services, issues, events and community activities of specific interest or benefit to students and families.

It is the policy of the Lambton Kent District School Board to incur advertising expenditures in support of public awareness and the sharing information in the following areas only:

a) school registration including kindergarten registration
b) program offerings
c) extracurricular activities
d) public consultations
e) employment opportunities
f) requests for tenders for goods and services
g) school board accountability to the public
h) system and business communications

Implementation Date: March 27, 2007

Reference: Board Regulations, Administrative Procedures
Ministry of Education School Board Expenditure Guidelines