

Topic:	Publicity in Schools
Effective:	September 2012
Cross Reference:	Administrative Procedures: Distribution of Materials; Election Campaigns; Fundraising; Social Media; Home Notification System
Revision Date:	September 2014, October 2018, November 2019
Review Date:	February 2025
Responsibility:	Director of Education

INTENDED PURPOSE:

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. In order for students to become informed and involved with the community, certain forms of advertising are acceptable.

PROCEDURE:

1. The distribution of advertising material or the promotion of any commercial enterprise is generally not permitted.
2. Advertising and publicity for school fund raising will be allowed as per Fundraising administrative procedure.
3. 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.
4. Handbills, posters and other advertising matter must not be distributed without the consent of the principal, in consultation with the Superintendent of Schools, and in compliance with the Distribution of Materials administrative procedure.
5. The use of schools for political advertising is not permitted (as per the "Election Campaigns" administrative procedure). 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.
6. 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.