



1005.3.A Advertising, Distribution, and Merchandising In and Through Schools

Guidelines for Decision Making Regulations

Regulations	Activities Permitted	Activities Prohibited
1. Advertising of community activities is permitted if approved by the school principal, with the exception of:	Registration for Community Youth Programs such as minor sports, Cubs, Navy League, Big Brothers and Big Sisters; Advertising for Children's Festival, Family Day Festival, Community New Year's Eve Celebrations	
1.1. activities sponsored by alcohol or tobacco companies;		Activities sponsored by alcohol or tobacco companies.
1.2. activities with a clear profit motive and no educational value to students.		Activities with a clear profit motive and no educational value to students.
2. The advertising of products or services by a commercial business, organization or agency is permitted at the discretion of the principal, provided that it contributes to the social or educational benefit of students or their families, with the exception of advertising for child care services.	Community youth programs, sports camps, summer camps, academic summer schools, agency-sponsored tutoring; Parenting programs sponsored by agencies such as Lethbridge College or Family Centre.	Commercial advertising with no educational benefit. Advertising for child care services.
3. The advertising and sale of school-related services such as school photos, yearbooks, calendars, agendas, school clothing and jewelry are permitted at the discretion of the principal.	As described	
4. The advertising of educational products or services aimed at staff by a commercial business is permitted if the products or services may be of interest to staff and the school principal approves the specific print material. Such advertisements shall be restricted to the staff room or staff mailboxes.	Catalogues, brochures advertising professional books, teacher resources such as stickers, bulletin board material, computers, calculators, etc.	Personal services other than those authorized through ASEBP Food items (see policy 504.11, Healthy Nutritional Choices)

Exhibit



1005.3.A Advertising, Distribution, and Merchandising In and Through Schools, cont'd

Regulations	Activities Permitted	Activities Prohibited
5. Advertising in school publications such as newsletters and yearbooks shall be at the discretion of the principal.		
6. Unsolicited advertisements of non-school commercial activities, products, or services will not be sent home with students. However, teachers may choose to offer participation in book clubs or incentive programs with the approval of the principal.	Book club order forms Incentive program prizes	
7. Sometimes business firms or organizations produce materials, products, websites, etc. which are of considerable value for school use, the production of which is designed to create general goodwill for the producer rather than to encourage directly the sale of a specific product or service. Such materials may be accepted for use in schools if all of the following conditions are met:	Activity booklets produced for student use by Red Cross, McDonalds, etc., that meet the prescribed criteria. Decals advertising fire safety, etc.	
7.1. the materials are judged by the school principal to have sufficient educational or other value to justify their being used in schools;		Materials that are primarily advertising, or do not conform with approved curriculum.
7.2. The advertising is inconspicuous; and		
7.3. The conditions of their use within the schools are determined solely by the principal and are not imposed by any outside agency.		

Exhibit



LETHBRIDGE SCHOOL DISTRICT No. 51

1005.3.A Advertising, Distribution, and Merchandising In and Through Schools, cont'd

Regulations	Activities Permitted	Activities Prohibited
8. The distribution of materials relative to fund raising for, or in conjunction with, community organizations or businesses, shall be at the discretion of the principal, subject to the following:	Participation in MS Read-a-thon, Jump Rope for Heart, Jail 'n Bail.	
8.1. All fund-raising activities shall comply with the provisions of Policy 1005.6 School Generated Funds.		
8.2. Release of contact information of staff, students, or parents/guardians to any outside individual, company or organization is prohibited.		Release of contact information of staff, students, or parents/guardians to any outside individual, company or organization is prohibited.
8.3. Outside individuals or organizations are prohibited from selling, distributing, canvassing or collecting on Board property without the express permission of the Superintendent or designate.	Legion Poppy Sales Jail 'n Bail	Interest groups distributing materials or canvassing students to support their cause (e.g. Pro-Life, Pro-Choice)
8.4. The distribution of free admission tickets to students where the purchase of an adult's ticket is required as a condition of use is prohibited.		The distribution of free admission tickets to students where the purchase of an adult's ticket is required as a condition of use.
8.5. Any promotion, advertising, distribution of materials, goods or services by which any individual staff member might accrue any financial gain is prohibited.		Sales of staff-sponsored or created products in the schools to students – jewelry, Avon or other catalogue sales that pay a commission; The sale or promotion of products in which a staff member has a significant interest.

Exhibit



1005.3.A Advertising, Distribution, and Merchandising In and Through Schools, cont'd

Regulations	Activities Permitted	Activities Prohibited
9. Distribution of any materials, religious in nature, requires the approval of the Superintendent or designate.	With approval of Superintendent or designate.	Distribution without consent.
9.1. Parents will be notified of the availability of materials through the school newsletter and/or by direct letter.		
9.2. Materials will not be made available to any student unless written consent has been received from the parent.		
9.3. Distribution of materials will occur outside of regularly scheduled class time and will take place outside of classrooms (i.e. library) and be supervised by an administrator of the school.		
10. Authorization for the distribution of all other materials and/or products shall be left to the discretion of the Superintendent or designate.		
11. All regulations of policy 1005.3 apply to the Education Centre and Attwell Building employees, with approvals coming from the Superintendent or designate.		
12. Contractual arrangements with the District for school use of specific products and/or team or activity sponsorship is possible with the approval of the Associate Superintendent, Business Affairs, or designate.	Contracts with food and beverage companies; Corporate or personal sponsorship of a team or activity	
12.1. Only the District may enter into contractual arrangements.		Schools entering into contracts on their own.

Exhibit



LETHBRIDGE SCHOOL DISTRICT No. 51

1005.3.A Advertising, Distribution, and Merchandising In and Through Schools, cont'd

Regulations	Activities Permitted	Activities Prohibited
12.2. Donations from community businesses that involve ongoing public recognition are regarded as contracts and must be approved by the Associate Superintendent, Business Affairs, or designate.	Tournament t-shirts, water bottles with business logo (one-time event)	School approval of team sponsorships that require <u>ongoing</u> display of acknowledgements. e.g. logo on uniforms, sign boards, etc.
13. Agreements for use of school space must comply with the provisions of Policy 1004.1 Community Use of Facilities and:		
13.1. be approved by the Associate Superintendent, Business Affairs, or designate; and		
13.2. comply with the provisions of the Joint Use Agreement.		

Exhibit