

1005.3 Advertising, Distribution, and Merchandising In and Through Schools

Policy

The advertising, distribution and/or sale in schools of non-school activities, services, information and/or products shall occur only if they enhance the ongoing educational program in the school.

Regulations

1. Advertising of community activities is permitted if approved by the school principal, with the exception of:
 - 1.1. activities sponsored by alcohol or tobacco companies; and
 - 1.2. 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 unlicensed child care services.
3. The advertising and sale of school-related services such as school photos, yearbooks, calendars, agendas, school clothing and jewellery are permitted at the discretion of the principal.
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.
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.

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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:
 - 7.1. the materials are judged by the principal to have sufficient educational or other value to justify their being used in schools;
 - 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.
8. The distribution of materials relative to fundraising for, or in conjunction with, community organizations or businesses, shall be at the discretion of the principal, subject to the following:
 - 8.1. All fundraising 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.
 - 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.
 - 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.
 - 8.5. Any promotion, advertising, distribution of materials, goods or services by which any individual staff member might accrue any financial gain is prohibited.
9. Distribution of any materials, religious in nature, requires the approval of the Superintendent or designate.
 - 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.

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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 Division 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.
 - 12.1. Only the District may enter into contractual arrangements.
 - 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.
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.

The Board delegates to the Superintendent the authority to develop the procedures necessary to implement this policy.

References

Alberta School Act: 27(2)
District Policies: 802.2 Student Fees, Fines and Charges, 202.1.2 Conflict of Interest, 1004.1 Community Use of Facilities, 1005.6 School Generated Funds