

Title	ADVERTISING AND DISTRIBUTION OF POLITICAL/ RELIGIOUS/ SECTARIAN/ COMMERCIAL AND NON-COMMERCIAL MATERIAL IN SCHOOLS		Procedure No.	2001a
Department	DIRECTOR'S SERVICES (PUBLIC AFFAIRS & COMMUNITY RELATIONS)			
Reference(s)	Regulation 298 - Operation of Schools-General Policy: Advertising and Distribution of Political/Religious/Sectarian/Commercial and Non-Commercial Material in Schools	Effective Date	1998 Oct. 27	

1. Principals shall ensure that students are not unnecessarily exposed to commercial advertising.
2. Non-profit making, non-political, charitable, and non-sectarian groups whose work is beneficial to the community as a whole may be permitted to advertise and promote campaigns on school property upon approval of the principal.
3. Outside agencies whose programs are of an educational or cultural value to youth may be allowed to advertise or conduct promotional campaigns on school property, upon approval of the principal concerned.
4. When outside agencies are permitted to advertise or promote campaigns on school property or in school buildings, the principal of the school shall exercise full control over the place, kind, manner of fastening, and size of the advertising material.
5. A person or enterprise may sponsor an event or activity in a school upon approval by the principal. Schools are permitted to acknowledge sponsorship in a manner acceptable to the principal.
6. From time to time direction may be given to the system by the Director of Education or designate in respect to corporate-wide approvals or cautions about particular projects.
7. Should a Principal have any questions about the administration, operation or implementation of this Policy/Procedure, the Principal shall contact the Superintendent of Education for that school for clarification.

Administered By:	DIRECTOR'S SERVICES (PUBLIC AFFAIRS & COMMUNITY RELATIONS)
Date of Last Amendment	2008 Feb. 12