

PROCEDURE 180	
Adopted	May 24, 2005
Last Revised	June 2015
Review Date	June 2020

ADVERTISING

1) **PURPOSE**

Hastings and Prince Edward District School Board (HPEDSB) provides programs and services to help each student reach full potential. Advertising and promotions are to inform, educate and create awareness of education programs, services, issues, events and community activities for employees, students or families.

2) **DEFINITIONS**

Advertising: The activity of informing about services, programs or events.

Outside organization: Any group, association, charity, private company, franchise, limited company, corporation, business or individual.

3) **ADVERTISING**

- a) Schools and/or the Education Centre may enter into an agreement and/or association that involves advertising for the purpose of benefiting students, schools, programs, services, employees or for recruitment. Advertising must be objective, factual and unbiased.
- b) Due diligence will be exercised to determine the advertising medium that maximizes the needs and costs.
- c) The director of education or designate will approve all advertising to support the nature and extent of the advertising campaign.
- d) Advertising costs will be adequately managed to achieve planned outcomes. Advertising of significant costs will be competitively placed. Local media will be used as much as possible.
- e) All advertisements will include the name of the chair of the Board and the director of education, as well as the board logo.
- f) Any representation of HPEDSB by outside organizations must be approved as to content, frequency, and style of publication by the director of education or designate.

4) **ADVERTISING BY THE EDUCATION CENTRE AND SCHOOLS**

- a) Advertisements should be placed with local media whenever possible, particularly for tenders for purchase of materials and services, job postings, signage or public service announcements. Use of national and provincial media may be necessary for specific purposes.
- b) The approved HPEDSB logo must appear in the advertisement.

- c) The name of the official to whom communications should be addressed must be clearly indicated.

5) **ADVERTISING WITHIN THE BOARD BY OUTSIDE ORGANIZATIONS**

- a) Advertising by non-board organizations or individuals must be appropriate and compatible with HPEDSB policies, procedures and strategic plan.
- b) Advertising of or by authorized outside organizations, within schools or HPEDSB, must complement HPEDSB and not take precedent over the identity and prominence of the school and/or HPEDSB.
- c) When a request to advertise by an outside organization is received by a school or the Education Centre, it must be approved by the director of education or designate.
- d) The advertising must be compatible with HPEDSB policies, procedures and the strategic plan.
- e) The request to advertise must be reasonable and not interfere with normal processes.
- f) All requests are to be treated in a fair and equitable manner.

Legal references

- *Ontario Regulation 298: Operation of Schools*, section 24 Advertisements and Announcements
- Ministry of Education Memorandum 2006: B15

District references

- Board Policy No. 1: Board Mission and Goals
- Board Strategic Plan
- Administrative Procedure 147: Technology Use
- Administrative Procedure 170: District Communications and Media Relations
- Administrative Procedure 171: Use of Board Logo
- Administrative Procedure 182: Sponsorships/Partnerships
- Administrative Procedure 505: Purchasing