

<b>JAMES BAY LOWLANDS SECONDARY SCHOOL BOARD</b>
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<b>ADMINISTRATIVE PROCEDURE GENERAL ADMINISTRATION: NO. 158</b>	
Effective	August 21, 2019
Last Revised	June 30, 2023

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## ADVERTISING IN THE SCHOOL

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### PURPOSE

Administrators of the James Bay Lowlands Secondary School Board have developed this administrative procedure to ensure compliance with regulations made under the *Education Act* related to advertising in the school.

This administrative procedure identifies the parameters and acceptable practices for advertising in Northern Lights Secondary School.

### DEFINITIONS

**Advertising:** Advertising is the promotion of a product or an event by giving public notice using verbal, written, or pictorial methods.

**Charity:** A charity is an organization or institution engaged in non-profit assistance to the poor, distressed, incapacitated, etc. or such institution set up for the care of such individuals or groups.

**Sponsorship:** Sponsorship is the provision of financial support to a school project or event for which the sponsor receives publicity for the product or company.

### PROCEDURES

1. Board Expectations
  - 1.1. The James Bay Lowlands Secondary School Board permits a limited amount of advertising in the school.
  - 1.2. All forms of advertising in the school will comply with this administrative procedure and with the Board's values as set out in Board Policy GOV-01 Values, Vision, and Mission.
  - 1.3. All advertising in the school must be approved by the principal.
  - 1.4. The principal may choose options within the boundaries stated in this procedure to create acceptable school practices reflective of community values and norms.
  - 1.5. Advertising of a purely commercial nature is not permitted in the school.

## 2. Charities and Sponsorship

2.1. Advertising for charities is permitted in the school with the approval of the principal.

2.2. Commercial sponsorship of an event, an ad in a school publication, or the purchase of equipment is permitted with the approval of the principal in consultation with the Director of Education.

## REFERENCE DOCUMENTS

### ***Legal:***

Ontario Regulation 298—Operation of Schools-General, Section 24 Advertisements and Announcements

Ontario Regulation 298—Operation of Schools-General, Section 11 Duties of Principals: the organization and management of the school

### ***Board:***

Board Policy GOV-01 Values, Vision, and Mission