

## **PRINCE ALBERT ROMAN CATHOLIC SEPARATE SCHOOL DIVISION NO. 6**

<b>POLICY ITEM: Advertising/Promotions in Schools</b>	<b>CODE: JI</b>
<b>LEGAL STATUS: Board Motion #274.07, #29.15 #146.23</b>	<b>DATE APPROVED: 10 Dec 07, 09 Feb 15, 12 June 23</b>

**Background:** Occasionally a school may be contacted by companies or organizations wishing to promote their products or programs through the school. Such advertising or promotions will not be permitted unless certain criteria are met.

**POLICY:** The Board of Education instructs the Director of Education or designate, to approve the promotion or advertising of products within the schools provided they are:

- a) in keeping with our Catholic Christian values,
- b) have educational merit for students, and
- c) conducted by organizations that can demonstrate the potential to benefit the schools involved.

**Guidelines:**

1. Organizations will contact the Catholic Education Centre directly to request permission for such promotional activities.
2. The Director of Education or designate will investigate the educational merit for students, and the benefit to be derived by the schools.
3. The school principal will be forwarded the information and may forward information to students, staff and parents as they deem appropriate. If the principal considers participating, the organization will then be allowed to contact the schools directly.
4. Unless an individual principal chooses to do so, there is no expectation that schools would be responsible for the distribution and selling of material or the collecting of funds on behalf of the organizations.
5. The School Division will distribute limited and selected materials as per criteria, however does not endorse, nor is responsible for third party organization.