

## **Administrative Procedure 153 - Third-Party Advertisements or Distribution**

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### **Background**

The Division has the responsibility to prevent schools from being used as an economical or convenient means to access parents and students for distribution of materials, goods, and/or services by non-school related agencies or individuals.

The Division does not encourage organizations or individuals attempting to use schools for the purposes of selling or promoting merchandise, services or ideologies to students, teachers, parents or the community. No one will be permitted to offer such goods or services without prior authorization of the Superintendent or Secretary Treasurer.

However, certain campaigns, distribution, and advertising that result in direct and specific benefit to students may be deemed to be appropriate for school participation if they do not result in undue interference with the educational operation of the school.

### **Procedures**

1. The distribution of materials and announcements relative to education, community organizations, and school or school-related fundraising shall be left to the discretion of the Principal.
2. Advertising materials may be accepted for use in schools, if:
  - 2.1. The materials are judged by the Principal to have sufficient educational or other value to justify their use.
  - 2.2. The conditions of their use within the school is determined solely by the Principal and not imposed by any outside organization.
3. Lists of names and addresses of staff or students to any outside individual, company, or organization is prohibited.
4. The sale or distribution for sale of tickets or goods, canvassing of, and the taking of collections from students or staff from within the schools or on Division property by or on behalf of any outside individual or organization during instructional hours is prohibited, unless the business has the prior approval of the Superintendent or Principal.
5. Students will not take home advertising materials unless the Principal or Superintendent endorses a particular product, service, or program.
6. All other distribution of materials shall be left to the discretion of the Superintendent.

7. The distribution of material through Central Services without the prior approval of the Superintendent or Secretary Treasurer is prohibited.
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Reference: Section 33, 52, 53, 55, 197, 222, 256 Education Act  
Protection of Privacy Act

Effective: 1998-03-12

Amended: 2018-02-12; 2018-05-30; 2021-08-30