

POLICY JJ – Advertising in the Schools

The Board allows advertising by external organizations.

PURPOSE

To ensure that authorization of advertising on school facilities occurs only when the advertising is consistent with the division's beliefs, mandate and mission, is in the best interests of students, and is compatible with community values.

Definition:

Advertising – refers to advertising paid for by businesses. This does not include communicating public service announcements (i.e. – community events or services).

GUIDELINES & PROCEDURES

1. Advertising on the school property inside the school building:

- a) All advertising is approved by the School Administrator.
 - i) At a school, the principal is to consider the age and best interests of the students, while considering the Division's beliefs, mandate, mission and the community's values in determining if the products or services are appropriate to be advertised in a school setting. This may be done in consultation with the community where appropriate.
 - ii) Advertising decisions may be appealed to the Superintendent.
- b) The Division directs that advertising materials may be accepted for posting in the schools if:
 - i) materials are judged by the principal to have sufficient educational or other value to justify their being used in schools;
 - ii) advertising is non-intrusive and is in keeping with the surroundings;
 - iii) conditions of their use within the school are determined.
- c) No school area or room shall be named without the prior approval of the Board.

2. Advertising on the school property but outside of the school building:

- a) The Board, in consultation with the principal and school community, and considering the Division's beliefs, mandate, mission and the community's values, will determine the naming of school facilities.
- b) Any form of non-school related (external) advertising must be approved in advance by the Board through an agreement with the sponsor.

3. Employees would declare any interest in advertising to their direct supervisor.

REFERENCES

Cross References:

[*Policy IL – School-Sponsored Fundraising*](#)

Legal Reference:

BM#: 20120405.1009; 20181129.1009; 20220428.1005; BM20250220.1011; 20251030.1011

Next Review: 2027/2028