

POLICY – PO421

Advertising, Announcements, Posting and Distribution of Materials

Area: Operations
Source: Chief Executive Officer

Approved: February 27, 2006
Revised: February 10, 2020

1. Introduction

The Durham Catholic District School Board ("the Board") supports communication that serves the interests of students, parents/guardians, staff, and school communities while advancing the goals of the Board's Multi-Year Strategic Plan and the mission of Catholic education. The Board is committed to the responsible use of its communication channels and distribution systems and requires that all advertising, announcements, postings, and distributed materials reflect the beliefs, teachings and faith traditions of the Catholic Church, support student achievement and the well-being of students and staff.

2. Definitions

Nil

3. Purpose

The purpose of this policy is to establish expectations for the approval, posting and distribution of materials through Board schools, facilities and communication channels.

4. Application / Scope

This policy applies to requests from individuals, community organizations, charitable and not-for-profit organizations, government agencies and other external organizations seeking to distribute or post materials through the Board.

5. Principles

The Board:

- 5.1.1 supports communication that serves the interests of students, parents/guardians, staff, and school communities and is aligned with the Board's Multi-Year Strategic Plan and reflect the beliefs, teachings and faith traditions of the Catholic Church;
- 5.1.2 recognizes its responsibility to protect students, families, and staff from commercial enterprises; and
- 5.1.3 acknowledges that Board facilities, communication channels, and distribution systems are public resources that must be used responsibly and appropriately.

6. Requirements

- 6.1 The Board shall ensure that materials approved under this policy are non-partisan and do not promote, endorse, oppose, or appear to support any political party, political organization or candidate for public office.
- 6.2 The Board shall not approve materials that promote or advertise commercial products, services, or businesses, except where approved in accordance with Board policies, partnerships, procurement processes, or fundraising activities.
- 6.3 The Board shall not approve materials that discriminate against, harass, demean, or negatively affect the safety, well-being, or inclusion of any individual or group.
- 6.4 The Board shall not approve materials that conflict with applicable legislation, Ministry of Education requirements, or the Board's mission, vision, values, policies, and administrative procedures.
- 6.5 Designated Board staff are responsible for reviewing requests and exercising professional judgment in accordance with this policy and the related administrative procedure.
- 6.6 The Chief Executive Officer shall issue and maintain an administrative procedure to support the implementation of this policy.

7. Sources

- 7.1 Accessibility for Ontarians with Disabilities Act
- 7.2 Canada's Anti-Spam Legislation (CASL)
- 7.3 Education Act
- 7.4 Ontario Human Rights Code
- 7.5 Ontario Regulation 298: Operation of Schools – General, section 24

8. Related Policies and Administrative Procedures

- 8.1 Advertising, Announcements, Posting and Distribution of Materials Administrative Procedure (AP421-1)
- 8.2 School Level Fundraising Policy (PO416)

8.3 School Level Fundraising Administrative Procedure (AP416-1)