

NORTHEASTERN CATHOLIC DISTRICT SCHOOL BOARD

Policy
E-12

Authority
07-154

ADVERTISING

POLICY STATEMENT

It is the policy of the Northeastern Catholic District School Board that advertising expenditures be intended to inform and educate the public, as well as to create awareness of education programs, services, issues, events, and community activities of specific interest of benefit to students, parents/guardians, staff, Catholic school council members, English Catholic school supporters and other stakeholders.

It is also the policy of the Board to ensure that advertising expenses respect allocated budget lines. The procurement of advertising products and services shall be in accordance with the Board's purchasing policy.

POLICY REGULATIONS

1. Board staff shall exercise diligence in determining the advertising medium that maximizes cost efficiency.
2. Advertising shall be done in accordance with the Board's purchasing policy.
3. All advertisements through products and services shall present objective, factual, and explanatory information based on verifiable facts in an unbiased, fair and equitable manner.
4. Advertisements will not be used for targeted recruitment of students from other school districts or for purposes prohibited by law.
5. All Board advertisements shall contain, at a minimum, the Board logo as well as the Board web site.
6. Board staff shall exercise diligence in ensuring that purchased advertising is deliverable as per the agreement with the purchaser.