

PRINCE ALBERT ROMAN CATHOLIC SEPARATE SCHOOL DIVISION NO. 6

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| POLICY ITEM: Advertising/Promotions in Schools | CODE: JI |
| LEGAL STATUS: Board Motion #274.07 | DATE APPROVED: 10 Dec 07 |

Background: Occasionally a school may be contacted by companies or organizations wishing to promote their products through the school. The Board of Education has reservations about participating in such promotions 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 reputable 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, the reputation of the organization, and the benefit to be derived by the schools.
 3. The Director of Education will then inquire of the individual school principal as to whether he/she wishes to participate. 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 selling of material or the collecting of funds on behalf of the organizations.