

**TITLE: ADVERTISING**

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## **1.0 OBJECTIVE**

To create guidelines governing advertising expenditures by the Board.

## **2.0 POLICY**

- 2.1 Advertising expenditures should be for the purpose of informing and educating the public, as well as creating awareness of education programs, services, issues, events and community activities of specific interest or benefit to students and families.
- 2.2 In general, the level of expenditure should be appropriate to school board status as a taxpayer-funded organization whose primary purpose is to educate students.
- 2.3 The creation and content of the advertisements will follow the Ottawa-Carleton District School Board Style Guide.
- 2.4 The responsibility centre for overseeing the creation and content of advertising falls under the jurisdiction of the Executive Officer, Corporate Services and the Communications and Information Services division.
- 2.5 The creation and content for advertising will follow guidelines as established in Procedure PR.642.COM: Preparation and Distribution of District Publications by Central Departments/Divisions.
- 2.6 The booking and placement of school district advertising is the responsibility centre of the Executive Officer and Manager of Communications or his/her agents as specified under tender and upon direction of the Executive Officer or Manager in order to ensure best competitive prices and volume discounts.

## **3.0 SPECIFIC DIRECTIVES**

- 3.1 The Board will exercise due diligence in determining the advertising medium that maximizes cost efficiency.

- 3.2 Advertisements and campaigns will be used for the purpose of informing and educating the public, as well as creating awareness of education programs, services (ie. transportation), issues, events and community activities of specific interest or benefit to students and families. These can include, but are not limited to:
- a) Kindergarten Registration Period
  - b) Student Transfer Period
  - c) Board and Committee Meetings
  - d) Public Consultation Opportunities
  - e) School and Program Information
  - f) Recruitment
  - g) Audited Financial Statements
  - h) Special Events
- 3.3 Advertisements and advertising campaigns will not be used for the targeted recruitment of students from other school districts or for purposes prohibited by law.
- 3.4 All school district advertisements are required to contain the school district logo, as well as complete website, phone and address information. Manipulation of the school district logo is prohibited.

## **4.0 REFERENCE DOCUMENTS**

*Municipal Freedom of Information and Protection of Privacy Act*

Board Policy P.046.SCO: School Communications: Distribution of Materials to the Home via Students

Board Policy P.048.GOV: Board Guiding Principles

Board Procedure PR.642.COM Preparation and Distribution of District Publications by Central Departments/Divisions

Board Procedure PR.607.SCO: School Communications: Distribution of Materials to the Home via Students

Ottawa-Carleton District School Board Mission Statement

Acronyms Used in the OCDSB

Administration Telephone Directory

OCDSB Style Guide

Schools and Staff List