



KENORA CATHOLIC DISTRICT SCHOOL BOARD

500 Business Administration Procedures

AP 510: Advertising

The Kenora Catholic District School Board is committed to open communication with its internal and external public. To this end, a regular advertising program shall be established and maintained for the purpose of information-sharing on pertinent matters of Board business. The Director of Education will ensure that an advertising program is implemented in compliance with the above-stated Board procedure.

1. The purpose of this administrative procedure is to provide guidance to staff in determining the purpose for advertising, and the procedures to be used in placing advertisements.
2. Acceptable reasons for board advertising include:
 - 2.1 School registrations, including junior kindergarten registration.
 - 2.2 Program offerings.
 - 2.3 Information to the Catholic community about their constitutional rights and the availability of Catholic Education in their community.
 - 2.4 Extra-curricular activities.
 - 2.5 Public consultations.
 - 2.6 Employment opportunities.
 - 2.7 Requests for tenders of goods and services.
 - 2.8 School Board accountability to the public (ie. annual publication of board financial statements).

3. All advertising done using board money, or monies raised under the auspices of the Board, must include an authorized version of the board or school logo, as applicable. The names of the Director of Education and current Chair of the Board, should be present for board advertising, while the name of the principal and school council chair, should be present for any school advertising.
4. All board advertising must be coordinated through the Director of Education or his/her designate.
5. All school advertising must be coordinated through the principal or his/her designate.
6. Advertising shall always present objective, factual and explanatory information based on verifiable facts in an unbiased, fair and equitable manner and be in compliance with any applicable laws and regulations.
7. Due diligence should be exercised in determining the advertising medium that maximizes cost efficiency.
8. A draft proof along with a cost estimate should be requested before final approval of the advertising.
9. Any advertising that is deemed to be significant in cost should be competitively placed.
10. Examples of inappropriate uses of advertising include:
 - 10.1 Recruiting students from other school boards or schools
 - 10.2 Providing unverifiable or inaccurate information or comparisons
 - 10.3 Using paid advertising or communications with parents, teachers, or students for the sole purpose of advocating the government or other education partners
 - 10.4 Using advertising that is not targeted to appropriate groups, for example through widespread phone call solicitation and automatic phone messages.

Legal References:

B Memo 2006 B15 School Board Expenditure Guidelines

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