Greater Essex County District School Board

Policy: Board Advertisements and Advocacy

Reference No: P-BA-17

ADVERTISING

The Greater Essex County District School Board may incur advertising expenditures in support of public awareness and the sharing of information in the following areas only:

- school registration
- program offerings
- public consultations
- employment opportunities
- requests for tenders for goods and services
- sale of property
- other property issues (including such as may be required by other government authorities)
- school board accountability to the public
- system and business communications

ADVOCACY

The Greater Essex County District School Board will, through its budget approval process, support advocacy through payment of membership fees to the Ontario Public School Boards Association (OPSBA). Other advocacy initiatives, if any, will be in accordance with provincial legislation.

GREATER ESSEX COUNTYDISTRICT SCHOOL BOARD

Regulation: Board Advertisements and Advocacy

Reference No: R-BA-17

1. All advertising must be approved by the Superintendent responsible for the item to be advertised, in consultation with the Public Relations' Office, where appropriate.

2. Advertising is to be objective, factual and in compliance with any applicable laws, regulations and by-laws.

3. All advertising is to be limited in size and content to provide the best coverage at the lowest cost.

4. All advertisements will be placed in publications for one issue only, except when the officials of the Board feel it is necessary to run the advertisements for several days to achieve proper coverage.

5. When newspaper advertising is required, local newspapers will be considered. If broader coverage is desirable, a limited number of Toronto and other out-of-city/county newspapers may be used.

6. Magazines and other publications or media may be used under certain circumstances.

7. Where appropriate and fiscally responsible, on-line advertising through social media targeting, digital advertising and electronic distribution may be considered.

8. Board advertising may be purchased annually in each secondary student yearbook provided the calibre of the publications meets with the approval of the Superintendent of Business.

9. Every effort shall be made to recognize and reflect the diverse communities we serve.

10. All advertisements must adhere to the Board Logo Use policy (P-AD-32).