



<u>DUFFERIN-PEEL CATHOLIC DISTRICT SCHOOL BOARD</u>	
<u>POLICY</u>	
POLICY NUMBER:	P-5000
SUBJECT:	Advertising
REFERENCE:	GAP5000 : Advertising Materials and Expenditures
EFFECTIVE DATE:	Revised (303) May 20, 2003;
AMENDED DATE:	(084) January 25, 2011; May 24, 2022

“What then are we to say about these things? If God is for us, who is against us?”

Romans 8:31

1. PURPOSE

- 1.1 *R.R.O. 1990, Reg. 298: Operation of Schools – General* states that: “No advertisement or announcement shall be placed in a school or on school property or distributed or announced to the pupils on school property without the consent of the board that operates the school except announcements of school activities.”
- 1.2 Advertising on Dufferin-Peel Catholic District School Board (DPCDSB) property must be consistent with the DPCDSB Vision and Mission and Multi-Year Strategic Plan (MYSP) values.
- 1.3 The DPCDSB designates the Director of Education or their designate to review and approve advertising materials, subject to the provisions in General Administrative Procedure(GAP) [GAP5000](#): Advertising Materials and Expenditures. No materials shall be distributed without prior approval.
- 1.4 Approved advertising materials should be informative or educational for students, staff and parents/guardians.
- 1.5 The posting or distribution of notices advertising candidates for election to public office is prohibited.
- 1.6 Campaigning by candidates for election to public office is prohibited on DPCDSB property, including schools and other facilities, with the exception of all-candidates meetings taking place in schools or other board facilities.
- 1.7 DPCDSB will ensure that advertising expenditures will only be incurred for the following purposes:
 - (a) To inform and educate the public about DPCDSB;
 - (b) To create awareness of educational programs, services, issues, events and community activities of specific interest or benefit to students and families;

- (c) DPCDSB will ensure the level of expenditure is appropriate as a taxpayer-funded organization whose primary purpose is to educate students.