

## **ADVERTISING, CANVASSING AND DISTRIBUTION OF MATERIALS IN SCHOOLS**

### **Background**

Many community groups and other organizations approach the school district and/or schools requesting to distribute information to students, parents, and staff. The purpose of this procedure is to provide guidelines pertaining to the solicitation and advertising by outside organizations and individuals in schools, on school district buildings, grounds, vehicles, and websites. Any such activity must comply with Canada's Anti-Spam Legislation.

### **Procedure**

1. Requests by community groups and other organizations to canvass, advertise, and distribute information to schools (including posters or brochures) must be reviewed by the office of the superintendent. Requests must be submitted using the Information Distribution Request Form located online at [Information to Schools \(sd72.bc.ca\)](http://Information to Schools (sd72.bc.ca)) and include a copy of the information that is being requested for distribution.
2. Approval will only be granted to community groups and other organizations who:
  - a. are identified as a registered charity, non-profit community agency or group, or represent a regional government body;
  - b. are not affiliated, promoting, or representing a religious or political organization;
  - c. do not promote or represent racist, illegal, discriminatory points of view or human rights violations; and
  - d. are providing a service or information which is deemed to be of educational value to students, parents or teachers.
3. After approval by the superintendent's office, the decision of whether or not to allow information distribution, when to distribute, and which distribution channels to use, ultimately remains with the school principal.
4. The distribution of information through the school district does not imply endorsement on the part of the school district.
5. Following approval from the superintendent's office, distribution will depend on the nature of the materials as follows:
  - a. If the request is for materials to be sent home with students, the external agency shall package their information by school and provide enough copies for the intended distribution. These copies will be delivered to the school board office. Only district office personnel will place information in the district's internal mail system with a notice verifying its approval.
  - b. If the request is for materials to be displayed in the school (for example a single poster), the external agency will provide the material in an electronic format that can be forwarded to the school(s) by the district office.
6. Information from outside organizations may not displace district business. Therefore, materials may not be distributed during "peak" times particularly the end of June, last week of August and the first two weeks of September. Requests received during July/August for events that take place during those months will not be distributed as schools are not in session.
7. Information distribution will be sent every two to three weeks to schools. Therefore, organizations should submit items no less than 30 days prior to their event/deadline date.
8. Appropriate and discreet acknowledgement may be given to organizations which are involved in a formal school-business partnership or who, through donations, are supporting an educational program within the district.

9. The school district email system will not be used to distribute information or advertising from outside organizations to students or staff.
10. Advertising on the district/school websites is to be limited to district and school events or activities, and/or events or activities co-sponsored by the school or district.