

119 ADVERTISING AND SOLICITING ON COMMISSION PROPERTY

Beliefs

MESC recognizes that schools, while wishing to maintain positive relations with the greater community, are often under pressure to accommodate commercial, political, or religious interests.

Guidelines

1. MESC believes that public access to schools is to be for the purpose of enhancing the students' education and the school culture. The Commission acknowledges its responsibility to parents and to the schools to ensure that students and staff are not subjected as a captive audience to advertising or canvassing of a commercial, political, or religious nature.

Procedures

2. The distribution of materials and announcements relative to education, community organizations, school or school-related fundraising shall be left to the discretion of the Principal.
3. Advertising materials may be accepted for use in schools, if:
 - 3.1. The materials are judged by the Principal to have sufficient educational or other value to justify their being used; and
 - 3.2. The conditions of their use within the schools are determined solely by the Principal and are not imposed by any outside organization.
4. The advertising and sale of school-related services such as school photos, yearbooks, calendars, agendas, school clothing and jewellery are permitted at the discretion of the Principal.
5. The advertising of educational products or services aimed at staff by a commercial business is permitted if the products or services may be of interest to staff and the Principal approves the specific print material. Such advertisements shall be restricted to the staffroom or staff mailboxes.
6. Advertising in school publications such as newsletters and yearbooks shall be at the discretion of the Principal.
7. Unsolicited advertisements of non-school commercial activities, products, or services will not be sent home with students. However, teachers may choose to

offer participation in book clubs or incentive programs on the approval of the Principal.

8. Sometimes business firms or organizations produce materials, products, websites, etc. which are of considerable value for school use, the production of which is designed to create general goodwill for the producer rather than to encourage directly the sale of a specific product or service. Such materials may be accepted for use in schools if all of the following conditions are met:
 - 8.1. The materials are judged by the Superintendent and Principal to have sufficient educational or other value to justify their being used in schools;
 - 8.2. The advertising is inconspicuous; and
 - 8.3. The conditions of their use within the schools are determined solely by the Principal and are not imposed by any outside agency.
9. The distribution of materials relative to fundraising for or in conjunction with community organizations or businesses, school or school-related fundraising shall be at the discretion of the Principal. All fundraising activities shall comply with Commission policy and procedures.
10. The sale or distribution for sale of tickets or goods, canvassing of, and the taking of collections from students or staff from within the schools or on Commission property by or on behalf of any outside individual or organization during business hours is prohibited.
11. Students are not to be requested to take home any advertising materials unless the school or Commission endorses a particular product, service or program.
12. Materials of a religious nature are not to be distributed to students or staff.
13. The Principal may approve the attendance at school of a political representative where the educational program of the school would be enhanced. The Principal shall try to ensure that all individual political representatives shall have similar opportunities.
14. All other distribution of materials shall be left to the discretion of the Superintendent.
15. Supply of lists of names and addresses of staff or students to any outside individual, company or organization is prohibited.