

ADMINISTRATIVE PROCEDURE 516

Advertising Expenditures

The Limestone District School Board is committed to providing timely communication to its stakeholders. To help us reach our many constituents (students, parents, taxpayers, employees, the general public, etc.) it may be appropriate to use paid advertising to inform our stakeholders of our programs, and services.

1.0.0 RESPONSIBILITIES

1.1.0 It is the responsibility of the Director of Education and/or designate to administer this procedure.

1.1.1. It is the responsibility of Superintendents, Principals, and Department Managers to implement this procedure.

1.1.2 The Communications Department will provide advice, and assistance in the development and placement of advertising as requested.

1.1.3 All advertising will be approved by the appropriate senior administrator, school administrator (principal) or department manager, and submitted to the Communications Department for final review to ensure appropriate branding and messaging.

2.0.0 ACCEPTABLE USE

2.1.0 The Board supports reasonable expenditures on advertising for the purpose of public education and public awareness as it relates to the Board's programs, services, events, issues, and opportunities for public participation and input..

2.2.0. Advertising is the use of paid media and must relate to Board/school activities of specific interest and benefit to members of the school community.

2.3.0. Advertising will also be used to inform individuals and firms of its requirements for the tendering of goods, and services, (see Administrative Procedure 515: Purchasing Procedures), for the recruitment of personnel, , and/or as a requirement of its by-laws or statutory regulations, such as the audited financial statements, (see *Education Act*, Section 252 (2)), or membership in Board committees.

2.4.0 Advertising shall support other communication activities such as media releases, Board and school websites, electronic bulletin boards, and other available means of Board communications.

2.5.0 Examples of acceptable advertising expenditures, may include, but are not limited to the following items:

- a) Student registration (Kindergarten or otherwise);

ADMINISTRATIVE PROCEDURE 516

Advertising Expenditures

- b) School and program information;
- c) Board and other public meetings and consultations;
- d) Special events;
- e) Audited Financial Statements;
- f) Request for Proposals, Tenders, etc.; and
- g) Recruitment.

3.0.0 APPROACH

- 3.1.0 Advertising and advertising campaigns may involve various multi-media opportunities, including but not limited to newspapers, magazines, specialty publications, radio, television, websites, direct mail, yellow pages, and brochures.
- 3.2.0 All Board and school advertisements will include the LDSB logo, or the name Limestone District School Board in their materials. Any manipulation of the Board logo is prohibited.
- 3.3.0 All Board and school advertisements will be submitted to the Communications Department for final review to ensure appropriate branding and messaging.

4.0.0 EXPENDITURES

- 4.1.0. Advertising expenditures will be adequately managed to achieve specific outcomes, and in a cost efficient manner. The Board will exercise due diligence in determining the advertising medium that maximizes cost efficiency.
- 4.2.0. Board advertising expenditures will be reviewed by the Director of Education and/or designate, and the Communications Department on an annual basis.
- 4.3.0 All schools and departments that place advertisements shall ensure that the most economical rates (under lineage contracts and other arrangements negotiated by the staff) are applied (non-profit rate).
- 4.4.0 When significant advertising expenditures are contemplated, Administrative Procedure 515: Purchasing Procedures will apply to ensure that the appropriate purchasing method is used and competitive pricing is obtained.

5.0.0. OTHER RELATED ACTIVITIES

- 5.1.0. Advertising to schools and/or the system by non-Board agencies and individuals must be appropriate and compatible with the mission, values, and goals of the Limestone District School Board as referred to in Administrative Procedure 318: Advertising and Fundraising in Schools and Board Buildings.

ADMINISTRATIVE PROCEDURE 516

Advertising Expenditures

- 5.2.0 Advertising on Board and/or school property for education-related activities, for recognition of partnerships, or fundraising shall be in accordance with Administrative Procedure 115: Community Partnerships, and Administrative Procedure 318: Advertising and Fundraising in Schools and Board Buildings.

References:

Ministry of Education Memorandum 2006: B15
Administrative Procedure 115: Community (and Board) Partnerships
Administrative Procedure 149: Request for Distribution
Administrative Procedure 150: Communications
Administrative Procedure 515: Purchasing Procedures

Last reviewed July 2016