Medicine Hat Public School Division

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MEDICINE HAT PUBLIC BOARD OF EDUCATION OPERATES AS MEDICINE HAT PUBLIC SCHOOL DIVISION,
AND FOR THE PURPOSE OF THIS DOCUMENT WILL BE REFERRED TO AS "MHPSD" AND/OR "DIVISION"

SECTION 500 – Personnel and Employee Relations

ADMINISTRATIVE PROCEDURE: ADVERTISING IN AND THROUGH SCHOOLS

PROCEDURE CODE:	*530 AP 008*
Policy Reference: 530 – Communications and Technology	

OPERATIONAL DIRECTIVE

The advertising in schools of non-school activities, products, and services will be permitted where the advertisement enhances ongoing educational programming and is approved through the procedure stated below.

PROCEDURE

1. Partner organizations that wish to advertise a non-school activity in any school will first obtain approval of the communications coordinator. Once approved, the partner organization is expected to distribute all materials to each school, however there may be circumstances where MHPSD will send information through interoffice mail.
2. Non-partner organizations or individuals that wish to advertise a non-school activity in any school may contact schools individually to make a request; approval will be at the discretion of the principal.
   2.1. Students, school groups, and parents from a school community wishing to advertise a non-school activity at their school will obtain the permission of the school principal beforehand.
   2.2. Unsolicited advertisements of non-school commercial activities, products, or services will not be sent home with students.
   2.3. At the discretion of the Principal, advertising of products or services by a commercial business may be permitted if the products or services are of interest to students.
   2.4. When businesses produce goodwill materials that are of considerable value for school use, such advertising materials may be accepted for use in the schools if all of the following conditions are met, but not, under any circumstances, for direct distribution

to the students' homes. The materials are approved by the Superintendent and/or school principal to have educational or other value to justify their use in schools;

2.5. The advertising is inconspicuous; and

2.6. The conditions of their use within the schools are determined solely by the Principal and are not imposed by any outside organization.

Approved: June 27, 2006
Revised: December 2, 2019