

NIPISSING-PARRY SOUND CATHOLIC DISTRICT SCHOOL BOARD

ADVERTISING

AB&F 10.1
2008 03 25

POLICY:

The Nipissing-Parry Sound Catholic District School Board recognizes and supports advertising expenditures for the purpose of informing and educating the public, and to create awareness of education programs, services, issues, events and community activities of specific interest or benefit to students and families. The level of expenditure should be appropriate to school board status as a taxpayer funded organization whose sole purpose is to provide a distinctive Catholic education.

PRINCIPLES:

1. Advertising must be appropriate and compatible with the Mission Statement, values, goals and policies of the Board.
2. Advertising campaigns are targeted to specific groups that have a demonstrable need for information.
3. Advertising presents objective, factual and explanatory information based on verifiable facts in an unbiased, fair and equitable manner.
4. Advertising campaigns are in compliance with any applicable laws and regulations.
5. School boards are able to produce measurable outcomes as a result of advertising activities (for example, increase in number of inquiries or participation rates; awareness surveys).
6. Due diligence is exercised in determining the advertising medium that maximizes cost efficiency.
7. Appropriate approvals support the nature and the extent of an advertising campaign.
8. A process is in place to ensure that significant advertising expenditures are competitively placed.

ADMINISTRATIVE GUIDELINES:

1. All Board initiated print advertisements will include the Board logo, and where appropriate the names of the Chair of the Board and Director of Education. In cases where images such as logos from other organizations are to be used, consent from said organizations must be obtained.
2. All board-wide advertising campaigns must be pre-approved by the Director of Education.
3. All Board advertising will be co-ordinated by the Director of Education or designate.
4. Any representation of the Nipissing-Parry Sound Catholic District School Board by outside agencies must be approved as to content, frequency and style of publication by the Director of Education or designate.

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<p>5. The Communications Department may be called on at any given time to assist a school to produce an advertisement for a school-specific event or purpose. In these cases, the Communications Department can prepare the advertisements, obtain approval from the Superintendent responsible and ensure delivery to the appropriate media outlet.</p> <p>6. Each budget year, departments will exercise due diligence to ensure the advertising medium utilized achieves cost efficiencies and there is an adequate budget to support their advertising requirements.</p> <p>7. Examples of suitable uses for advertising include:</p> <ul style="list-style-type: none">• School registration including kindergarten registration• Program offerings• Extracurricular activities• Reporting to parents• Public consultations• Employment opportunities• Requests for tenders for goods and services• Board accountability to the public (for example, annual publication of board financial statement)• Information to Catholic education ratepayers about their constitutional rights and the availability of Catholic education in their community.	