

DISTRIBUTION OF MATERIALS

Background

Schools can provide a service to community groups through the distribution of materials in the schools. Various organizations and commercial interests may wish to advertise their beliefs, products or services in the schools. The Principal is expected to determine the type of advertising to be allowed in the school. Such materials permitted or distributed in the schools will enhance and support the educational program in the school and community.

Supplying lists of students or employees to any organization or commercial enterprises is prohibited.

Procedures

1. Principals may display materials or assist in the distribution of materials originating from the following provided such are consistent with the goals of the school:
 - 1.1 School Community Council;
 - 1.2 School Councils;
 - 1.3 School fundraising;
 - 1.4 Post K-12 education institutions.
2. Director's process:
 - 2.1 Persons or organizations from the following groups may apply to the Director to display or distribute materials:
 - 2.1.1 Community or recreational groups;
 - 2.1.2 Youth groups;
 - 2.1.3 Charitable organizations registered as such.
 - 2.2 The person or organization shall provide the Director with information on the group, the material to be distributed or displayed and the reasons why the group feels the materials will contribute to the education of students.
 - 2.3 The Director has complete discretion to allow or disallow the display or distribution of the materials.
 - 2.4 The following factors and others may be considered:
 - 2.4.1 Educational value to students;
 - 2.4.2 Community standards;
 - 2.4.3 Application or relevance to curriculum context;

- 2.4.4 Application or relevance to student activities, outside classroom hours.
 - 2.5 If the Director allows the distribution or display of materials the Director can set the conditions on the place, time, method of display, method of distributing that the Director believes is appropriate.
 - 2.6 Unless materials are directly relevant to classroom curriculum, the Director will not allow distribution of materials during classroom time.
- 3. Principals may require groups to print a disclaimer on the material to be distributed.
- 4. Unsolicited advertisements of non-school activities, products or services will not be sent home with students.
- 5. Commercial materials may be accepted for use in the schools if:
 - 5.1 The advertising is inconspicuous; and
 - 5.2 The conditions of their use, within the schools are determined by the Principal (who may consult with the School Community Council and staff). Such conditions will ensure that the use protects and supports the goals of the school.
- 6. A decision of the Principal may be appealed to the Superintendent of Education. The decision of the Superintendent of Education may be appealed to the Director. The decision of the Director shall be final.

Reference: Sections 85, 87, 108, 109, 367 Education Act