

## 1. Purpose

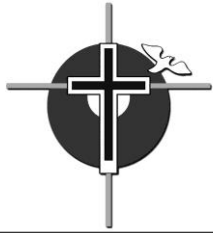
To outline the guidelines to be followed by the Communications Department relating to Board advertising. The advertisements will maintain a consistent, positive image of the Board while maximizing the impact of Board advertising resources. The advertising budget will be used to inform and educate the public as well as to create awareness of education programs, services, issues, events, and community activities of specific interest or benefit to students and families.

## 2. Policy

- a) The Board will use print, radio, or website based advertising to promote and advertise events and opportunities (see list in section 6) in accordance with the Board's Mission and Vision Statements.
- b) The Board will use the advertising method that is most effective and cost efficient for the campaign's purpose.
- c) All information presented in Board advertising will be factually accurate, unbiased and presented in a fair and equitable manner.
- d) No other institution shall be mentioned in any advertising except in special circumstances outlined by the Board and the second party. Board advertising will not be used to recruit students from other schools, to provide unverifiable or inaccurate comparisons, or to solicit funds from the government or individuals.
- e) All images contained within Board advertising must be the property of the Catholic District School Board of Eastern Ontario. In cases where images such as logos from other organizations are to be used, consent from said organization must be obtained.
- f) The Communications Department will operate within a set budget for advertising for the given fiscal year. Board advertising must remain within budget.
- g) The Communications Department has the responsibility to ensure that these guidelines are met with every advertising campaign.

## 3. Procedure for Approval

- a) All Board advertising should be coordinated by the Communications Department, with the cooperation of the department for whom the advertising is being prepared.



- b) All Board-wide advertising campaigns will be presented to Executive Council for final approval.
- c) In school-specific cases, the advertisement will gain final approval from the Superintendent responsible for the school.

#### **4. Advertising Assistance**

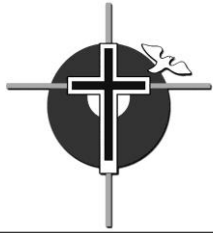
- a) The Board's Communication Department may be called on at any given time to help a school produce an advertisement for a school-specific event or purpose. In these cases, the Communications Department can prepare the advertisements, obtain approval from the Superintendent responsible and ensure delivery to the appropriate media outlet.
- b) In many cases, the Board will be billed for school advertisements. The Board will then bill the school the exact cost of the advertisement.
- c) In some cases, two or more schools may request to have an ad produced for a given event or announcement. In these cases, all schools involved are billed according to enrollment. Each school's enrollment determines the proportional cost to that school for the advertisement.

#### **5. Sponsorship**

The Board will only enter into sponsorship campaigns when appropriate. These campaigns should be for education related events such as but not limited to literacy campaigns and volunteer involvement and should be produced in a cost effective manner.

#### **6. Exceptions to the Policy**

Exceptions to the policy will be rare but may occur. Should an unplanned advertising opportunity arise that is beneficial to the Board, the proposal will be brought to executive council and discussed. Such exceptions must not result in the advertising budget being exceeded for the given fiscal year. The Director of Education makes the final decision on whether the Board will participate. (Ex. Page sales in papers, airtime opportunities and sponsorship for radio campaigns)



## **7. Examples of Appropriate Advertising Undertaken by the Board**

- Kindergarten and Secondary Registration
- New Program Offerings
- Congratulatory Campaigns (ex: successful OSSLT results)
- Thank You Campaigns (ex: World Teachers' Day)
- Employment Opportunities
- Open House Information Sessions
- Promotion of Catholic Education Coalition Events
- Announcement of Daycare Availability
- Sponsorship Campaigns
- Public Consultations
- Tender Requests for Goods and Services
- Information to Catholic Right holders (ex: Assessment Ad Campaign)