



## **Advertising Policy (P006) and Distribution and Display of Materials for Students and Parents from External Groups Policy (P041) Review: Phase 5**

**To:** Governance and Policy Committee

**Date:** 10 February, 2021

**Report No.:** 02-21-4024

### **Strategic Directions**

- Provide Equity of Access to Learning Opportunities for All Students
- Allocate Human and Financial Resources Strategically to Support Student Needs
- Build Strong Relationships and Partnerships Within School Communities to Support Student Learning and Well-Being

### **Recommendation**

It is recommended that

- (1) the revised Advertising Policy (P006), as presented in this report, be approved; and
- (2) the Distribution and Display of Materials for Students and Parents from External Groups Policy (P041) be rescinded.

### **Context**

The Advertising Policy (P006) (Appendix A) and Distribution and Display of Materials for Students and Parents from External Groups Policy (P041) (Appendix B) are being reviewed in accordance with the policy review work plans approved by the Board of Trustees on November 22, 2017 and April 19, 2017 respectively. During the review process, and at the request of the Board, staff conducted a survey with TDSB administrators, principals and vice-principals (Appendix C) particularly as it relates to distribution of materials. Staff incorporated the decision-making points (Appendix D) approved by the previous Governance and Policy Committee on April 24, 2019 and the Board of Trustees on May 22, 2019.

Revisions to the proposed new Advertising Policy (P006) (Appendix E) are based on Committee's directions received at the January 13, 2021 Governance and Policy Committee meeting. Policy consultations with the Board's community advisory committees, Toronto School Administrators' Association (TSAA), school councils, Student Senate and the wider TDSB community were conducted from April 8, 2020 until December 31, 2020.

The revised Policy is being presented to the Committee for consideration and approval.

### **Action Plan and Associated Timeline**

Subject to the Governance and Policy Committee's directions, the revised Policy will be provided to the Board of Trustees for consideration and final approval. Staff will initiate the review of existing and, as required, development of new operational procedures to support implementation of the Policy.

### **Resource Implications**

No additional resources will be required for implementation of the revised Policy at this time.

### **Communications Considerations**

Following Board approval, the Policy will be communicated to the system and posted on the Board's public website.

### **Board Policy and Procedure Reference(s)**

- Advertising Procedure (PR597)
- Distribution and Display of Materials for Students and Parents from External Groups Procedure (PR565)

### **Appendices**

- Appendix A: Advertising Policy (P006) – current
- Appendix B: Distribution and Display of Materials for Students and Parents from External Groups Policy (P041) – current
- Appendix C: Summary of Survey Results (P041)
- Appendix D: Decision-Making Points Approved by the Board of Trustees on May 22, 2019.
- Appendix E: Advertising Policy (P006) – newly revised

**From**

Craig Snider, Acting Associate Director, Business Operations and Service Excellence,  
at [craig.snider@tdsb.on.ca](mailto:craig.snider@tdsb.on.ca) or at 416-397-3188

Garry Green, Senior Manager, Community, Business and Student Transportation  
Services, at [garry.green@tdsb.on.ca](mailto:garry.green@tdsb.on.ca) or at 416-397-3883

# Toronto District School Board

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Policy P.006 BUS

Title: **ADVERTISING**  
Adopted: June 12, 2002  
Revised: **March 6, 2003** (Replaces E.012: Advertising)  
Review: February 2005

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## 1.0 OBJECTIVE

To identify parameters and acceptable best practices for advertising in schools

## 2.0 DEFINITION

*Advertising* Advertising in schools may involve items such as yearbook advertisements, special event programs, fun fair sponsorships, partnerships, donor recognition, athletic uniforms and T-shirts.

## 3.0 POLICY

- 3.1. All forms of advertising will comply with the Board policies: P.002 DIR: Mission and Values and P.041 SCS: Distribution and Display of Materials for Students and Parents From External Groups.
- 3.2. Advertising initiatives with system-wide implication or that involve more than one school will be reviewed centrally, including contracts.
- 3.3. Without central approval, the use of the Board logo is prohibited in conjunction with commercial logos.
- 3.4. Acknowledgements of a permanent nature are acceptable as long as commercial logos are not employed.
- 3.5. External company logos may be used if they are of a temporary nature for a time specific for an event.
- 3.6. Sponsorship logo recognition for athletic and extra-curricular group items and clothing shall be permitted.
- 3.7. The size and placement of logos on extra-curricular uniforms shall be in accordance with the Ontario Federation of School Athletic Associations' School Uniform Policy,

and in circumstances not covered by OFSAA's policy, the school principal shall decide.

- 3.8. The Board may advertise its own centrally approved products and services throughout the system.

#### **4.0 SPECIFIC DIRECTIVE**

- 4.1. The Director is authorized to issue operational procedures to implement this policy.
- 4.2. The Director will develop a protocol and appeal process for staff to use to review and select commercial material from advertisers that is suggested for use as curriculum enhancement purposes or for use in the classroom for implementation in October 2002 and no new materials of this nature will be distributed in the meanwhile.
- 4.3. School councils, in consultation with the school principals, may further narrow the policy for application to the individual school.

#### **5.0 REFERENCE DOCUMENTS**

Operational Procedure PR.507 BUS: Advertising

Board Policy P.002 DIR: Mission and Values

Board Policy P.041 SCS: Distribution and Display of Materials for Students and Parents From External Groups

## Toronto District School Board

### **Policy P.041 SCS: Distribution and Display of Materials for Students and Parents From External Groups**

#### **Statement**

As a community partner, the Toronto District School Board is committed to supporting the distribution and display of communications. This commitment recognizes the Board's responsibility to limit this type of access to students, staff and parents within guiding principles and administrative procedures that support the Board's Mission and Values Statements.

The following guiding principles and policy statements have been developed to ensure that decisions reflect the uniqueness of our community:

#### **Guiding Principles**

- Materials approved for distribution will be in keeping with the Board's Mission and Values Statements and will not be in contravention of any Board policy.
- At the school level, the principal will be accountable for the approval process and distribution of materials within the school and school community.
- Materials must be consistent with the school's goals, objectives and program.
- Materials will not promote a particular religion or set of beliefs.
- Materials which are political in nature and/or focus on issues, must inform or educate, create awareness of issues in the community and/or facilitate community discussions. Materials approved for distribution will not promote a specific party, group, person or personal point of view.
- Electronic communication will be governed by the appropriate Information Technology policies and will be consistent with this policy.
- Materials distributed to schools through the Board's courier system must comply with the guiding principles of this policy.

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**Policy P.041 SCS:**

**Distribution and Display of Materials for Students and  
Parents From External Groups**

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**Policy P.041 SCS:**

**Distribution and Display of Materials for Students and  
Parents From External Groups**

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**Administrative Procedure**

The Director, or designate, will administer the policy on Distribution and Display of Materials for Students and Parents From External Groups using the following administrative procedures:

**Roles and Responsibilities**

**A. Board**

Ontario Education Regulation 298, Section 24, states: *No advertisement or announcement shall be placed in a school or on school property or distributed or announced to the pupils on school property without the consent of the Board that operates the school except announcement of school activities.*

- A.1. Whereby the Board finds specific materials to be objectionable or inappropriate the Board, or its designate, reserves the right not to distribute and/or display any such materials.

**B. Superintendents of Schools**

- B.1. The superintendents of schools, upon request of the principal, will participate in the decision-making process, taking into account the Board's Mission and Values Statements, the uniqueness of the community, the school's goals, and the appropriate regulations.

**C. Principals**

- C.1. The principal will be responsible and accountable for the approval process and distribution of materials within the school and school community.
- C.2. Materials which *must* be distributed will be accompanied by specific directions in a memorandum from the appropriate department or supervisory officer, and may be limited to specific areas within the Toronto District School Board.

**Note:** Regulation 298, Section 12 states: *The Principal of a school shall provide for the prompt distribution to each member of the School Council any materials received by the Principal from the Ministry that are identified by the Ministry as being:*

- (a) *relevant to the functions of the School Council; and*  
(b) *for distribution to the members of School Councils.*

- C.3. Principals will establish an in-school procedure for the assessment and for determining the suitability of distributing materials that arrive in the school. The scope of options available to them may include distribution, posting, announcement, inclusion in a newsletter, referral to the School Council, and making mate-



**Toronto District School Board**

**Policy P.041 SCS:**

**Distribution and Display of Materials for Students and  
Parents From External Groups**

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- rials available in the school office. Recognizing the value of consultation, these procedures will include consultation with the School Council when appropriate.
- C.4. Principals will take into consideration the potential impact of distribution of materials on the resources of the school.
  - C.5. Principals will advise and instruct their staff with regards to these procedures.
  - C.6. Principals will work with school councils and student councils to develop guidelines for use in the review and assessment of materials sent directly to their organizations. In both cases, the principal will retain responsibility and accountability for materials approved for distribution to students and parents.
  - C.7. Where it is unclear whether materials are appropriate for distribution or if a request for distribution raises questions or concerns, the principal will request that the superintendent of schools be involved in the decision.
  - C.8. Principals will use their discretion, and refer to Ministry of Education and Training Policy/Program Memorandum No. 112, to ensure that materials providing information about community/cultural events are in accordance with the guiding principles of this policy and that the materials do not promote a particular faith group.

## Appendix C

**Survey period: February 14 – 24, 2017 (9 business days)**

**Total # of respondents = 186**

- SOE 3
- Admin Liaison 3
- Principals 100
- Vice Principals 21
- Office Administrators 59

**1. How familiar are you with Policy P.041 SCS: Distribution and Display of Materials for Students and Parents from External Groups?**

- Very familiar 7.5%
- Familiar 41.4%
- Somewhat familiar 35.5%
- Not familiar 15.6%

**2. How would you quantify the number of flyers distributed in your school on a weekly basis?**

- Very high 0.5%
- High 19.4%
- Just right 22.6%
- Low 55.4%
- Unsure 2.2%

**3. How frequently do you receive distribution of material requests in your school/department?**

- Daily 1.1%
- 1-2 times/week 28%
- 3-5 times/week 2.7%
- 6+ times/week 0.5%
- 1-2 times/month 10.2%
- Rarely 7.5%
- 2-3 times/month 1.6%
- Other (occasional throughout the year) 48.4%

**4. How relevant/important are the services/programs being promoted in your school through distribution of materials to meet the needs of your students?**

- Very relevant/important 4.8%
- Important 12.4%
- Moderate 61.3%
- Not relevant/important 18.3%
- Not Applicable 3.2%

**5. Have you had any feedback from parents or students in regards to the flyers being distributed in your school?**

- Yes, want more flyers 2.2%
- Questioned reasons for the distribution of flyers 8.1%
- Do not wish to receive any non-profit flyers 4.3%
- Do not wish to receive any for-profit flyers 3.2%
- Do not wish to receive any non-profit Partners' flyers 3.8%
- Do not wish to receive any for-profit Partners' flyers 3.8%
- No feedback or objection 86.6%
- Other suggestions 4.8%

**6. How do you decide regarding a new distribution of materials request?**

- Local decision (by Principals) 44.1%
- Check with Supervisors 33.3%
- Check with Central Partnership Office 21%
- Check with Business Development 26.9%
- Check with Business Development SharePoint site 28%
- Other 4.8%

**7. When you receive a distribution of material request, are you able to navigate the Business Development SharePoint site to identify if the flyer/poster has been approved for distribution or not?**

- Yes 26.3%
- Somewhat 14.5%
- Not really 10.2%
- Never used SharePoint 48.9%

**8. How would you rate the efficiency of the existing distribution of materials process in TDSB?**

- Very efficient 2.7%
- Efficient 23.7%
- OK 52.2%
- Not so great 11.3%
- Poor 3.2%
- Other 7%

**9. When the draft policy is ready, would you be interested in reviewing the document?**

- Yes 42.5%
- No 57.5%

**10. Would you like to make any additional comments or suggestions? (i.e. missing questions, areas of Improvements with the DOM process, better ways to distribute flyers in schools, other)**

- **Key Comments:**

- Too many promotional flyers, selling products and services.
- Schools are too busy to be distributing external agencies materials on their behalf.
- Schools not want to be viewed as endorsing or promoting external programs for external agencies.
- Schools should not be the outlet for community organizations to send their materials.
- Parents do not want children be used as messengers/distributors of mail.
- Our families often cannot afford most things offered (e.g. camps, athletics).

- **Recommendations:**

- Limit or reduce the number of flyers allowed for distribution within TDSB.
- Align TDSB distribution of materials policy with other Board's policy, in particular when handling non-partner's request for distributing promotional focused materials.
- Materials should be screened for educational relevance or with a purpose to support school activities.
- Clearer policy around the type of materials that are allowed for distribution within the school community.
- Clarification around for-profit and non-profit promotion by external groups.
- Ensure service/programs are relevant to schools/students/community

## DECISION MAKING POINTS: ADVERTISING AND DISTRIBUTION OF MATERIALS POLICY (APPROVED BY BOARD OF TRUSTEES ON MAY 22, 2019)

### Definitions:

- *Advertising* means any public notice, representation, or activity, including promotional and marketing activities, that is intended to attract attention to a commercial or non-commercial product or service, the brand name of the product or service, the name of the premises where the product or service is available, or the name under which the holder of the product or service carries on business.
- *Advertising Tools* can be delivered through various methods, including website posting, display of materials, social media marketing, newspaper, radio or television advertising, public speaking, distribution of flyers, booklets, promotional products (i.e. magnets, t-shirts or calendars, etc.), as well as event sponsorships, among other means. The terms "advertise" and "advertisement" have corresponding meanings.
- *Approved Vendors* are external entities selected and approved through a central procurement process.
- *Board Property* means all schools administrative and non-administrative Board-operated buildings or lands owned or occupied by the Board, including schools as defined by the *Education Act*. Board-owned vehicles and machinery are also considered Board property (*based on York DSB definition*).
- *Central agreements* are formal contractual agreements established between the TDSB and external entities for the delivery of education related programs, goods or services.
- *Distribution of Materials* means dissemination of information from external organizations to staff, students, parents/guardians and the broader school community through TDSB's distribution system.
- *Distribution System* refers to the TDSB's distribution system where information is circulated from central TDSB departments to local schools and may include physical (e.g. handouts, bulletin board, inclusion in a newsletter or making the materials available in the school office) or electronic (e.g., e-bulletin board) methods. Materials may be referred to the Principal and/or school council for final review and approval. The TDSB's distribution system referred to herein does not include school and school council websites, indoor or outdoor signage and apps used in classrooms.
- *Education related programs* are programs, goods or services provided by external agencies that support student engagement, well-being, parent engagement and achievement through the provision of services or programs that

enhance curriculum and help students expand their learning opportunities. These arrangements shall not be interpreted as forming legal partnerships under the Partnership Act or any Canadian jurisprudence.

- *Education Partnership Agreement*: A partnership agreement is a document defining the terms for educational programming or services implemented by external agencies at TDSB sites.
- *Public Health, Safety and Essential Notices* are informational messages shared by other levels of government or agencies (e.g. Ministry of Education, City of Toronto, Toronto Police, Toronto Public Health, etc.), the TDSB (e.g. Board departments, Board approved information, free and discounted tickets supporting students/family activities) or as approved by the Director of Education.

### **Provision 1: Application and Scope of the Policy**

This Policy applies to all TDSB employees and Trustees.

The Policy also covers students, parents/guardians, volunteers, the Board's school councils, community advisory committees and their members, contractors, and Board visitors.

Permit holders are not permitted to advertise in schools as per the Permit Holder's Agreement.

School council advertising activities are governed by this Policy and must conform to the school council's mandate of improving pupil achievement and enhancing the accountability of the public education system through the active participation of parents, in accordance with Ontario Regulation 612/00.

### **Provision 2: Mission & Values**

Advertisement materials must be consistent with the Board's Mission and Values and will not be in contravention of any Board policy.

The Board will not allow any advertising activities or distribution of materials on Board property, including in its schools or through Board communication mechanisms that are political or religious in nature, promote hatred, violence, prejudice, discrimination or bias against any groups or individuals.

**Provision 3: Allowable Scope of Advertising*****Option B (Board Approved Option, May 22, 2019):***

Advertising on Board property will not be permitted, with the exception of public health or safety notices and advertising of education-related programs, goods and services by:

- (1) Board's partners, approved vendors or service providers (for-profit or non-profit) that have entered into formal agreement with the TDSB after completion of the required vetting process;
- (2) vendors (for-profit or non-profit) approved through the central procurement process; or
- (3) other levels of government and agencies (e.g., Ministry of Education, City of Toronto, Toronto Police Service) or as approved by the Director of Education.

All advertising must comply with applicable laws and the policies and procedures of the TDSB. Advertising permitted from these groups as listed above will be restricted in cases where a particular religion or set of beliefs is being promoted or the advertising is political in nature, except for instances as identified in the TDSB's Election Activities and Use of Board Resources Procedure (PR533), when the information informs or educates, raises awareness of issues in the community and/or facilitates community discussion.

The school principal may choose to not distribute any non-essential materials based on the fit and appropriateness for their school and community.

**Provision 4: Limited Commercial and Restriction on Propaganda related Materials**

The TDSB as an educational institution must not become a vehicle for circulation of materials intended primarily for commercial gain, or for propaganda materials which are inflammatory in nature or intent.

**Provision 5: Canada's Anti-Spam Legislation (CASL) Compliance**

The TDSB will ensure that any advertisement materials distributed electronically comply with Canada's Anti-Spam Legislation (CASL), including the consent to receive commercial information.

**Provision 6: Accessibility Compliance**

Providers of advertisement materials are responsible for ensuring that their materials (whether in electronic or hardcopy format) are in compliance with the

*Accessibility for Ontarians with Disabilities Act (AODA).* Non-compliant materials will not be accepted and/or distributed by the TDSB.

**Provision 7: Cost Recovery Model (Minimum) for Distributing Vendor Materials**

All centrally approved advertising materials from external vendors and or partners may be distributed by the TDSB to individual schools for a fee as determined by the Board. The fee, at a minimum, will cover the TDSB's costs related to the distribution of materials.

**Provision 8: School Food and Beverage Policy Compliance**

All information and materials related to food and beverage that are distributed must comply with the guidelines as outlined in the Ministry of Education's Policy/Program Memorandum No. 150, "School Food and Beverage Policy."

**Provision 9: Reducing Paper and Minimizing the TDSB's Environmental Footprint**

The TDSB and its local schools will make an effort to reduce paper consumption and minimize its overall environmental footprint. Methods may include double-sided printing and photocopying, sibling lists, notices on half-sheets of paper, use of e-mail notices or online newsletters, use of projectors, chalk/whiteboards, Smart Boards and paper limits.

**Provision 10: Opting Out of Materials Distributed**

The TDSB's schools through the school principal, student councils, parent/guardians may request to opt out from receiving advertising and certain materials circulated through the TDSB's distribution system such as promotional materials from approved vendors/partners.

Local schools are permitted to establish signage in their schools with messaging such as 'no soliciting' or 'no flyers.' Information such as Public Health, Safety and Essential Notices must always be provided to schools.



# Toronto District School Board

Policy P [number]

Title: **ADVERTISING AND DISTRIBUTION OF MATERIALS**

Adopted: [date of approval of the policy]  
 Effected: [date when the policy came into effect]  
 Revised: [date when the policy was amended]  
 Reviewed: [date when the policy was reviewed]  
 Authorization: Board of Trustees

## 1. RATIONALE

The Advertising and Distribution of Materials Policy (the “Policy”) supports the implementation of the legislative requirement under Ontario Regulation 298, section 24 of the *Education Act* which governs advertisements and announcements in a school, on school property, or to pupils of these schools.

## 2. OBJECTIVE

To establish parameters related to advertising on Board property including distribution of advertising materials to students, parents/guardians and staff.

## 3. DEFINITIONS

*Advertising* means any public notice, representation, or activity, including promotional and marketing activities, that is intended to attract attention to a commercial or non-commercial product or service, the brand name of the product or service, the name of the premises where of the product or service is available, or the name under which the holder of the product or service carries on business. The terms "advertise" and "advertisement" have corresponding meanings.

*Advertising Tools* means methods for advertising delivery, including website posting, display of materials, social media marketing, newspaper, radio or television announcements, public speaking, distribution of flyers, booklets, promotional products (i.e., magnets, t-shirts, calendars, etc.), as well as event sponsorships, among other means.

*Approved Vendors and Service Providers* are external entities selected, vetted and approved through TDSB’s central procurement process. The procurement process is carried out by the TDSB Purchasing department or Business Development

department in accordance with applicable TDSB policies, including the Purchasing Policy (P017).

*Board* is Toronto District School Board which is also referred to as “TDSB”.

*Board Property* means all schools, administrative and non-administrative Board buildings or lands, Board-owned vehicles and machinery, as well as websites, email accounts or social media platforms, owned, occupied or licensed by the Board. Board-sanctioned conferences and events, whether in-person or virtual, is also considered Board Property.

*Central Agreements* are formal contractual arrangements, established between the TDSB and external entities defining the terms for the delivery of education related programs, goods or services.

*Central Pre-Approval* means review and approval coordinated by a central department of TDSB. The central pre-approval process involves: a) review and approval of vendors/service providers/partners who wish to participate in partnerships or provide goods or services to TDSB, and b) review and approval of materials suitable for distribution to TDSB schools by ensuring compliance and alignment with the terms and conditions as set out in a formal agreement with TDSB.

*Distribution of Materials* means dissemination of information from external organizations (including via school councils) to staff, students, parents/guardians and the broader school community through TDSB’s distribution system.

*Distribution System* refers to TDSB’s distribution system where information is circulated from central TDSB departments to TDSB schools and may include physical (e.g., handouts, bulletin board, inclusion in a newsletter or making the materials available in the school office) or electronic (e.g., e-bulletin board) methods. Materials may be referred to the Principal and/or school council for final review and approval. TDSB’s distribution system referred to herein does not include school and school council websites, indoor or outdoor signage and mobile applications used in classrooms.

*Educational Programming Partnership Agreement* is a document defining the terms for educational programming or services implemented by external agencies at TDSB’s sites during instructional time that enhance curriculum, uniquely contribute to TDSB’s strategic directions, and help students expand their learning opportunities.

*Educational Programming Partner* refers to an external provider or agency under a TDSB Education Partnership Agreement, in accordance with the Educational Programming Partnerships Policy (P024) and procedures.

*Permit Holder* refers to the individual, community group or organization named in the permit that maintains responsibility for ensuring that all permit users comply with the rules and regulations governing the use of TDSB's facilities, including TDSB's Community Use of Board Facilities (Permits) Policy (P011) and permit rules and regulations related to advertising such as that a facility permit does not include permission to advertise and/or display banners on Board Property.

*Public Health, Safety and Essential Notices* are informational messages shared by government organizations or agencies (e.g., Ontario Ministry of Education, City of Toronto, Toronto Police Service, Toronto Public Health, etc.), TDSB (e.g., Director, TDSB's departments, and Board approved information).

*School Councils* are governed by the regulations outlined in the *Education Act* including Ontario Regulation 612/00 and 613/00. The purpose of a school council is through the active participation of parents, to improve pupil achievement and enhance the accountability of the education system to parents.

*Sponsorship* is an agreement between TDSB/School and an association or company by which the sponsor provides financial or resource support for which they may receive recognition and/or advertisement.

TDSB is Toronto District School Board, which is also referred to as the "Board".

#### **4. RESPONSIBILITY**

The Director of Education holds primary responsibility for implementation of this Policy. Within the Director's Office, the responsibility for the day-to-day management and coordination of the Policy is assigned to the Associate Director, Business Operations and Service Excellence.

#### **5. APPLICATION AND SCOPE**

This Policy applies to all TDSB employees and Trustees.

The Policy also covers students, parents/guardians, volunteers, the Board's school councils and their members, community advisory committees and their members, TDSB educational programming partners, approved vendors and service providers, contractors, and TDSB visitors.

#### **6. POLICY**

- 6.1 Advertising materials must be consistent with the Board's Mission, Values and Goals Policy (P002) and will not be in contravention of any legislative act, regulation, Board policy or procedure.
- 6.2 The Board will not allow any advertising activities or distribution of materials on Board property (including in its schools or through Board communication

- mechanisms) that is politically partisan in nature, or that promotes a particular religion, fosters or promotes hatred, violence, prejudice, discrimination or bias against any groups or individuals.
- 6.3 The Board will not advertise services directly competing with TDSB regular school programming, programming operating outside of school operating hours, or third-party service providers (i.e., driver training course/providers, homecare services, casting calls, tutoring services, etc.). Exceptions may include community-based childcare services (e.g., licensed child care providers) and after-hour childcare programming if the school principal is of the opinion that the school community faces a shortage and/or could benefit from the program(s).
  - 6.4 School council advertising activities are governed by this Policy and must conform to the school's mandate of improving pupil achievement and enhancing the accountability of the education system through active participation of parents, in accordance with Ontario Regulation 612/00 under the *Education Act*.
  - 6.5 Advertising on Board property will not be permitted, with the exception of Public Health, Safety and Essential Notices (as defined in section 3 above) as well as advertising of education-related programs, goods and services provided by:
    - a. Approved vendors, service providers, or TDSB educational programming partners that have entered into a central, documented, contractual arrangement with TDSB, after completion of the required central pre-approval and/or central procurement process;
    - b. TDSB school councils, charitable and non-profit organizations who choose to print and distribute their own materials directly to a single school at no fee for distribution, after completion of the required central pre-approval process;
    - c. Other levels of government and agencies (e.g., Ontario Ministry of Education, City of Toronto, Toronto Police Service); or,
    - d. As approved by the Director of Education.
  - 6.6 All materials will be reviewed for pre-approval by the TDSB's Business Development department to ensure that they are suitable for distribution to TDSB schools and comply with the terms and conditions of applicable formal agreement(s) with TDSB. The process for reviewing materials may be expedited to accommodate timelines or for smaller requests (e.g., single flyer or single school distribution) as well as materials incoming from existing Board-approved vendors or educational partners. The review process is in place to ensure alignment with the Board's Mission, Values and Goals Policy (P002), and Multi-Year Strategic Plan such as to create a culture for student

- and staff well-being and provide equity of access to learning opportunities for all students.
- 6.7 In accordance with the Community Use of Board Facilities (Permits) Policy (P011) and Permit Holder's Agreement, permit holders are not permitted to advertise in schools and/or on Board property.
  - 6.8 All election activities are governed by TDSB's Election Activities and Use of Board Resources Procedure (PR533). All mass distributions from Trustees, such as newsletters or flyers are governed by the Trustee Constituency Communications Policy (P018).
  - 6.9 The school principal may choose to not distribute any advertising materials, and/or pre-approved materials and non-essential notices (see definition of Public Health, Safety and Essential Notices) based on the fit and appropriateness for their school and community, taking into account the principles of equity as outlined in the TDSB Equity Policy (P037) and the potential impact of distribution of materials on the resources of the school. The school principal will consult with the school council periodically to review the volume and types of distribution of material requests and potential impacts of advertising materials on the school and community.
  - 6.10 The school principals, in consultation with their school councils and parent/guardians, may submit a request to TDSB's Business Development department to opt out from receiving advertising materials circulated through TDSB's distribution system.
  - 6.11 While TDSB schools are permitted to establish signage including messaging such as 'no soliciting' or 'no flyers,' information such as Public Health, Safety and Essential Notices must always be provided to schools.
  - 6.12 Providers of advertising materials will ensure that any advertising materials distributed electronically comply with Canada's Anti-Spam Legislation (CASL), including the consent to receive commercial information.
  - 6.13 Providers of advertising materials are responsible for ensuring that their materials (whether in electronic or hardcopy format) are in compliance with the *Accessibility for Ontarians with Disabilities Act* (AODA) and TDSB's Accessibility Policy (P069). Document integrity will be maintained by TDSB's Distribution Centre when making hard copies from electronic source files.
  - 6.14 Advertising materials from approved external vendors, service providers, TDSB educational programming partners or school councils will be distributed by TDSB's Distribution Centres to individual schools for a fee as determined by the Board. The TDSB will establish a sliding scale fee structure including a waiving of fees based on equity considerations such as whether the

organization is for-profit, not-for-profit or charitable status. The fee, at a minimum, will cover TDSB's costs related to the distribution of materials, with the exception as outlined in Section 6.15.

- 6.15 TDSB school councils, charitable and non-profit organizations may choose to print and distribute their own materials, once approved by the TDSB's Business Development department, directly to a single school at no fee for distribution.
- 6.16 All information and materials related to food and beverage that are distributed by TDSB must comply with the guidelines as outlined in the Ministry of Education's Policy/Program Memorandum (PPM) No. 150, "School Food and Beverage Policy."
- 6.17 TDSB and its local schools will make an effort to reduce use of paper and minimize its overall environmental footprint. Schools/Departments may use various methods include double-sided printing and photocopying, sibling lists, notices on half-sheets of paper, use of e-mail notices or online newsletters, use of projectors, chalk/whiteboards, Smart Boards and/or enforcing paper limits, where applicable, in accordance with the Environment Policy (P028).
- 6.18 Central pre-approval by the Business Development department is required for the use of the TDSB's logo or wordmarks in conjunction with other commercial logos.

## **7. SPECIFIC DIRECTIVES**

The Director of Education is authorized to issue operational procedures to implement this Policy.

## **8. EVALUATION**

This Policy will be reviewed, at a minimum, every four years.

## **9. APPENDICES**

- Not applicable.

## **10. REFERENCE DOCUMENTS**

### Legislation

- *Accessibility for Ontarians with Disabilities Act*
- Canada's Anti-Spam Legislation
- *Education Act*
- Ontario Regulation 298, section 24 under the *Education Act*

**Policies**

- Accessibility Policy (P069)
- Community Use of Board Facilities (P011)
- Educational Programming Partnerships (P024)
- Equity Policy (P037)
- Mission, Values and Goals Policy (P002)
- Purchasing Policy (P017)
- The Environment Policy (P028)
- Trustee Constituency Communications Policy (P018)

**Procedures**

- Advertising (PR507)
- Election Activities and Use of Board Resources (PR533)

**Other Documents:**

- Ministry of Education Policy/Program Memorandum (PPM) No. 150, "School Food and Beverage Policy."

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