

# POLICY

SCHOOL DISTRICT NO. 53  
(Okanagan Similkameen)

## Advertising, Canvassing & Commercial Solicitation

Reference: E-10

Revised: June 25, 2008

### ADVERTISING, CANVASSING & COMMERCIAL SOLICITATION

Advertising, Canvassing and Commercial Solicitation may, on occasion, enhance the quality of educational programmes. Generally, though, schools are not vehicles for the circulation of materials intended for commercial gain, nor for the solicitation of students and their families by commercial, cultural, political, religious or special interest groups. Therefore, the promotion of sales or support by canvassing, advertising, or by other means, on the part of any person, firm or organization on school premises is usually not permitted.

**REGULATION**  
**SCHOOL DISTRICT NO. 53**  
**(Okanagan Similkameen)**

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**ADVERTISING, CANVASSING AND COMMERCIAL SOLICITATION**

1. At the discretion of the Superintendent/Principal a school will not be used to display, distribute, or otherwise advertise a product, service, or function on behalf of any person, business, or organization, unless all of the following criteria are met:
  - a) the primary purpose is such that it contributes to the education programme;
  - b) the claims made in such materials are not false or misleading.
  - c) it does not imply endorsement by the school or school district;
  - d) the display of such material will not lead to the exploitation of the students through undue pressure and influence;
  - e) the request(s) does not cause undue disruption of time or routine; and
  - f) it does not contain written or pictorial material whose purpose or image is inconsistent with the school district's mission statement.
  - g) Materials must be non-secular.
2. Requests for distribution involving a number of schools or the entire District will be referred to the office of the Superintendent of Schools. The same criteria (#1) will apply.
3. Instructional materials furnished by private sources may be used if they match the B.C. curriculum and are approved by the Superintendent/Principal in the school.
4. Advertising in school or district publications or electronic media may be approved by the Superintendent/Principal, provided it adheres to the criteria in #1.