

# Toronto District School Board

Operational Procedure PR507

Title: **ADVERTISING AND DISTRIBUTION OF MATERIALS**

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Authorization: Executive Council

## 1. RATIONALE

The Advertising and Distribution of Materials Procedure (the "Procedure") supports the implementation of the Advertising and Distribution of Materials Policy (P006).

## 2. OBJECTIVE

To outline the central pre-approval process for advertising and distribution of materials at the TDSB through which:

- Distribution of materials to TDSB schools are reviewed and approved; and,
- Vendors/service providers/partners who intend to promote their goods or services to TDSB are reviewed and screened.

## 3. DEFINITIONS

*Accessible formats* may include, but are not limited to, large print, recorded audio and electronic formats, braille and other formats usable by persons with disabilities.

*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. The terms "advertise" and "advertisement" have corresponding meanings.

*Approved Vendors and Service Providers* are external entities 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.

*Business Development (BD) Department* is the central TDSB department responsible for reviewing and approving advertising practices and materials for distribution.

*Central Agreements* are formal contractual arrangements, established between 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.

*Instructional Hours* means time scheduled for the purposes of instruction and other activities for students where direct student–teacher interaction and supervision are maintained. Instructional hours do not include lunch time, Professional Development Days and March, Winter and Summer breaks.

*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 to improve pupil achievement and enhance the accountability of the education system to parents through the active participation of 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**

Associate Director, Modernization and Strategic Resource Alignment and Executive Officer, Finance.

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

This Procedure applies to all TDSB employees overseeing and managing advertisement and distribution of materials at the TDSB.

The Procedure also covers Trustees, students, parents/guardians/caregivers, 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. PROCEDURES**

### **General Principles**

- 6.1. All advertising and distribution of materials activities will be consistent with the Advertising and Distribution of Materials Policy (P006), Mission, Values and Goals Policy (P002), Multi-Year Strategic Plan and section 24 of Ontario Regulation 298 – Operation of Schools – General.
- 6.2. All activities involving advertising or distribution of materials and recognition related to a donation, grant or sponsorship must be submitted to TDSB's Business Development Department for review and approval.
- 6.3. TDSB reserves the right to not distribute and/or display advertising or materials that are objectionable or inappropriate.
- 6.4. The Board will not advertise services for:
  - i. After school programming, unless explicitly approved by the Board.
  - ii. Casting and/or modelling agencies.
  - iii. Homecare services and external daycares (Exemption: Community-based childcare services e.g., licensed childcare 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)).
  - iv. Driver training courses/providers.
  - v. Non-centrally approved tutoring services.
  - vi. Materials containing political messaging that promotes a specific political party, group, person or personal point of view (refer to the TDSB's Election Activities and Use of Board Resources Procedure (PR533)).
  - vii. Materials that promote a particular religion or set of beliefs.
  - viii. Materials directly competing with the TDSB regular school programming and supports. (e.g., private/independent schools, other school boards, or programs/activities that take place during regular school hours).
  - ix. Permit Holders.
  - x. Volunteer recruitment materials.
- 6.5. All advertising initiatives must be forwarded to the Business Development department that:
  - involve a single school;

- involve more than one school;
  - have system-wide impact;
  - imply Board endorsement;
  - involve contractual obligations.
- 6.6. The Business Development department will facilitate the vetting process and advise the school principal or department regarding appropriate action.
- 6.7. The school principal will arrange for the prompt distribution to each member of the School Council any materials received by the principal from the Ministry of Education that are identified by the Ministry as being:
- (a) relevant to the functions of the School Council;
  - (b) or distribution to the members of School Councils (source: Ontario Regulation 298, section 12)
- 6.8. TDSB central departments may advertise centrally approved products and services (e.g., central department initiatives, events) throughout the system.
- 6.9. Schools and school councils wishing to distribute product samples or information in return for financial or in-kind incentives, must forward a request by the school principal to the Business Development department for review and approval.
- 6.10. For yearbooks including vendor advertising information in return for financial incentives and/or in-kind donations, schools and student councils will comply with the requirements outlined in section 6.5 of the TDSB's Advertising and Distribution of Materials Policy (P006). Schools and school councils may contact the Business Development department to review schools' list of vendors to advertise in school yearbooks.
- 6.11. Yearbook promotional advertisements will not promote organizations prohibited from advertising as outlined in section 6.3 of the Advertising and Distribution of Materials Policy (P006), specifically 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 childcare 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).
- 6.12. The Business Development Department will assess the appropriateness and feasibility of the advertising or distribution of materials request and respond promptly to the school principal.

- 6.13. Businesses/organizations that want to promote fundraising products and/or services to schools are required to contact the Business Development department. For additional information on fundraising, refer to the Fundraising Policy (P021) and Fundraising Procedures (PR508).
- 6.14. If a business/organization wants to promote through social media such as Facebook, Instagram, Twitter or other online content, the principal will send the request to their school communications officer and Business Development for review and approval. For additional information on social media activities, refer to the TDSB's Social Media and Online Content Procedure (PR735).

### **Advertising Approvals and Agreements**

- 6.15. Agreements relating to donations, fundraising, grants, sponsorships, donor recognition or any other forms of advertising may bind the Board. For this reason, all agreements must be reviewed by the Business Development department and signed by an authorized signing authority as per the Executive Signing Authority Policy (P082). School principals may not sign agreements at the school level.
- 6.16. The Business Development department will review advertising and recognition requirements for all advertising materials, including those related to approved sponsorships, grants and donations. Respective TDSB departments and/or schools will execute the recognition requirements that are agreed upon based on the agreement.
- 6.17. The Executive Officer, Finance or designate, must approve all formal agreements listed in section 6.16.

### **Logo Recognition of External Groups**

- 6.18. Central pre-approval by the Business Development department is required for the use of TDSB's logo or wordmarks in conjunction with other commercial logos.
- 6.19. Commercial logos may be displayed in schools for a temporary, time- or event- specific, period. This may include promoting events like drama festivals, acknowledgement of partnerships, sponsorship events, Professional Development sessions, virtual events and other fundraising activities such as school fun fairs or marketplace.
- 6.20. The size and placement of logos on extra-curricular uniforms will be in accordance with the [Ontario Federation of School Athletic Associations' School Uniform Policy](#) (see below section 9 Reference Document). In circumstances not covered by OFSAA's policy, the school principal will decide and may request that the superintendent of schools be involved in the decision.

## **Distribution of Materials**

- 6.21. Businesses/organizations that are approved TDSB vendors or service providers and are interested in sharing promotional material with the Board, are required to contact the Business Development department, which acts as the primary TDSB contact for distribution of advertising materials including those related to approved sponsorships, grants and donations.
- 6.22. All materials will be reviewed by the Business Development department (see Appendix A) 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 and TDSB's Mission, Values and Goals Policy (P002).
- 6.23. All "Approved" and "Not Approved" materials will be posted on Business Development's site for staff reference. The school principal will retain responsibility and accountability for the distribution of approved materials to students and parents/guardians/caregivers.
- 6.24. The school principal will be required to distribute Public Health, Safety and Essential Notices (defined in section 3 above) and as outlined in the Advertising and Distribution of Materials Policy (P006).
- 6.25. Charitable and non-profit organizations may choose to directly promote to a single school by printing and distributing their own materials through the school principal, once approved by the TDSB's Business Development department. TDSB distribution fees will be waived in these circumstances.
- 6.26. As per the Canadian Anti-Spam Legislation (CASL), commercial electronic messages cannot be sent to TDSB staff, Trustees, school councils and students. Any messages distributed electronically must comply with CASL.
- 6.27. Approved external vendors, service providers, TDSB Educational Programming Partners or school councils are responsible for ensuring that their materials (whether in electronic or hardcopy format) are accessible and in compliance with the Accessibility for Ontarians with Disabilities Act (AODA) and TDSB's Accessibility Policy (P069).
- 6.28. Approved external vendors, service providers, TDSB Educational Programming Partners or school councils will provide or arrange for the provision of accessible formats for persons with disabilities when requested, in accordance with the Accessibility Policy (P069). A fee will be charged for using the TDSB Mailroom for distribution. Approved external vendors, service providers, TDSB educational programming partners or school councils may contact Business Development for the fee schedule.
- 6.29. School principals will take into consideration the potential impact of distribution of materials on the resources of the school.

- 6.30. The school principal may choose to not distribute any advertising materials, and/or pre-approved materials and non-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.
- 6.31. The school principal will consult with the school council periodically to review the volume and types of requests for distribution of materials and the potential impacts of advertising materials on the school and community.
- 6.32. Principals may contact the Business Development department to include their school name on a non-distribution list. The list is updated annually.
- 6.33. Principals may order a 'No Solicitation' sign from the Business Development department to place in the front entrance of the school building.
- 6.34. School principals will advise and instruct their staff with regards to this Procedure.
- 6.35. In circumstances where it is unclear whether advertising or distribution of materials are appropriate to be distributed or if a request for distribution raises questions or concerns, the school principal will request that the superintendent of schools be involved in the decision.
- 6.36. School principals will use their discretion and refer to Ministry of Education and Training Policy/Program Memorandum No. 112: Education about Religion in the Public Elementary and Secondary Schools, to ensure that materials providing information about community/cultural events are in accordance with the Advertising and Distribution of Materials Policy (P006) and that the materials do not promote a particular faith group.

## **7. EVALUATION**

This Procedure will be reviewed, at minimum, every four years after the effective date.

## **8. APPENDICES**

- Appendix A – TDSB Business Development Process Flow – Distribution of Materials

## **9. REFERENCE DOCUMENTS**

### Policies

- Advertising and Distribution of Materials (P006)
- Accessibility (P069)
- Communications (P104)



- Community Use of Board Facilities (P011)
- Educational Programming Partnerships (P024)
- Equity (P037)
- Executive Signing Authority (P082)
- Fundraising (P021)
- Mission, Values and Goals (P002).
- Purchasing (P017)
- The Environment (P028)
- Naming Schools and Special Purpose Areas (P047)

#### Procedures

- Election Activities and Use of Board Resources (PR533)
- Social Media and Online Content (PR735)
- Fundraising (PR508)

#### Legislation/Other Documents:

- Ontario Regulation 298: Operation of Schools - General, under the *Education Act*
- Ministry of Education and Training Policy/Program Memorandum No. 112: Education about Religion in the Public Elementary and Secondary Schools
- *Accessibility for Ontarians with Disabilities Act*
- Canadian Anti-Spam Legislation
- [Ontario Federation of School Athletic Associations' School Uniform Policy](#)