
DISTRIBUTION OF PROMOTIONAL MATERIALS - POLICY -

The Board of Education believes that the students (or staff) in its schools should not unnecessarily be exposed to promotional literature unless the literature being disseminated is deemed to be in the educational interests of the students and/or staff concerned.

No curricular or non-curricular materials may be disseminated to students unless authorized by the Board of Education, its designate, or by the Ministry of Education. The attached regulations should be used as a guide when determining the acceptability of materials for distribution.

Prior to distribution of material, the Board of Education requires teachers and support staff to obtain approval of the Superintendent of Schools when distributing union/political information on educational matters on school property to parents or through students.

Refer to **policy 2-80 (Criteria for Board/Authority Authorized Courses)** and **policy 2-290 (Selection of Learning Resources)** for guidelines on the selection of learning resources and school library resources.

DISTRIBUTION OF PROMOTIONAL MATERIALS - REGULATION -

Groups wishing to distribute materials must submit the material to the school or school district office for approval prior to the proposed distribution. The Principal and/or Vice-Principal, Superintendent of Schools, and/or the Secretary-Treasurer or their designate(s) will approve or disapprove the distribution or refer the material to the Board of Education for a decision.

The decision to distribute the material will be based on the materials' acceptability (as outlined below) provided such distribution does not constitute an unnecessary extra burden on the staffing resources of the school.

The following materials are examples of what might be considered unacceptable:

- a) so-called "hate" literature that attacks an ethnic, religious or racial group;
- b) material that promotes hostility, disorder or violence;

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- c) material that proselytizes a particular religious or political belief;
- d) material that is designed for commercial purposes – advertising a product or service for sale or rent;
- e) material that is libelous, that invades the rights of others, or that inhibits the functioning of the school or that advocates interference with the rights of any individual or with the normal operation of the school;
- f) material that favours or opposes any political candidate, or that deals with a question to be decided at an election or through input from the electorate; and
- g) material that is obscene or pornographic as defined by prevailing community standards.

The above is not intended to be a complete or finite list of unacceptable materials. It is expected that principals and/or vice-principals will use appropriate judgement in determining whether the dissemination of a particular material is in the best interests of the students and staff concerned.

In the event that materials intended for distribution are rejected through the above process, the decision may be appealed to the Board of Education.