

<p style="text-align: center;">STRAIT REGIONAL SCHOOL BOARD <i>Excellence in Lifelong Learning</i></p> <p style="text-align: center;"><i>POLICIES AND GUIDELINES</i></p>	<p style="text-align: center;">EDUCATION III-A-6</p>
	<p style="text-align: center;">School Organization and Administration DISTRIBUTION AND DISPLAY OF MATERIALS IN SCHOOLS AND ON BOARD PROPERTY</p>
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DISTRIBUTION AND DISPLAY OF MATERIALS IN SCHOOLS AND ON BOARD PROPERTY

POLICY STATEMENT

The Strait Regional School Board will consider requests from individuals, agencies and institutions to distribute and display education and education-related materials to students, staff and parents/guardians.

The Strait Regional School Board believes such materials must be in keeping with the Board’s Mission, Vision and Belief statements and enhance the teaching and learning environment.

In the implementation of this policy, requests must adhere to relevant legislation, including but not limited to, the *Education Act and Regulations Under the Act* (Consolidated August 2006), the *Human Rights Act*, Board policies, and school-based policies.

DEFINITIONS

For the purposes of this policy, materials include:

- Leaflets, brochures or posters;
- Electronic communications;
- Signs and banners, placed inside or outside of schools;
- Petitions; and
- Any other media or documents used to transmit information to students, staff and parents/guardians.

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GUIDELINES

1. At the Board level, it is the responsibility of the Superintendent of Schools/Designate to determine the suitability of materials submitted for distribution system-wide, or to specific areas or individual schools in the Board's jurisdiction or on Board property. All requests shall be made in writing.
2. At the school level, it is the responsibility of the Principal to determine the suitability of materials for distribution or display in the school, or to refer the request for distribution to the Superintendent/Designate for consideration. All requests shall be made in writing.
3. Staff must adhere to the requirements outlined in the attached **Appendix A, Schedule "B", Approval of Certain Commercial Activities Respecting Advertising Posters in Schools** made by the Governor in Council pursuant to Section 64A of Chapter 1 of the Acts of 1995-96, the *Education Act*; and Schedule "A", Amendments to the *Governor in Council Education Act Regulations* made by the Governor in Council pursuant to Section 146 of Chapter 1 of the Acts of 1995-96, the *Education Act*.
4. Prior to granting approval, the Superintendent/Designate or Principal shall require a sample of the material for review purposes.
5. The Superintendent/Designate and Principal reserve the right to decline any request to distribute materials.
6. The decision of the Superintendent/Designate is final. The decision may be appealed to the Board.
7. The request should not unduly impact on the Board's personnel or financial resources.

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Appendix A

Schedule "B"

Approval of Certain Commercial Activities Respecting Advertising Posters in Schools made by the Governor in Council pursuant to Section 64A of Chapter 1 of the Acts of 1995-96, the *Education Act*

A school board may enter into an agreement with a person to permit the person, for a fee, to place advertising posters in a school administered by the school board, subject to the following:

- (a) before entering into an agreement, the school board, as represented by the principal of the school, is satisfied that
 - (i) the placement, content and format of the posters will not harm the learning environment of the school,
 - (ii) the placement, content and format of the posters will not subject the students, in the opinion of the principal, to undue commercial influence or pressure to make spending choices relating to products or services offered by organizations that are referred to on the posters,
 - (iii) the posters will be placed only in reasonable numbers in washroom stalls, over urinals in male washrooms and beside mirrors in female washrooms, and
 - (iv) any logo of a sponsoring organization, including any promotional text, does not exceed 25% of the total area of each poster;
- (b) the school board, as represented by the principal, allocates the revenue generated from the agreement to educational activities and educational supports for students in the school, or to extracurricular activities that are complementary to the school's delivery of the school program;

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- (c) the school board ensures that the principal of the school reports, annually within 30 days of the end of the school year, to the school board in respect of the agreement, including a report on the revenue generated, particulars of how the revenue was allocated and an explanation of how it was used to support the activities described in clause (b); and
- (d) at the request of the Minister, the school board provides any information or particulars to the Minister respecting the agreement, including providing
 - (i) a copy of the agreement,
 - (ii) particulars of the number and types of posters placed, and
 - (iii) a copy of the reports from the principal to the school board.

Schedule “A”

Amendments to the *Governor in Council Education Act Regulations* made by the Governor in Council pursuant to Section 146 of Chapter 1 of the Acts of 1995-96, the *Education Act*

The *Governor in Council Education Act Regulations*, N.S. Reg. 74/97, made by the Governor in Council by Order in Council 97-405 dated June 24, 1997, are amended by adding the following Section immediately after Section 85:

Definition of “commercial activity”

86 For the purpose of Section 64A of the Act, “commercial activity” of a school board includes entering into an agreement with a person to permit the person, for a fee, to place advertising posters in a school administered by the school board.

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