



Section 6B: Operations - Workplace

Policy 6.46: Advertising

Supporting Policies:

Supporting Procedures:

[Advertising Procedures](#)

Supporting Protocols and Guidelines:

Supporting Templates and Forms:

Other Resources:

Approved by Board Resolution #056-2007 04 24

Approved by Board Resolution #046-2015 02 24

Approved by Board Resolution #114-2019 11 26

Reviewed by Board Resolution #118-2024 10 29

1 RATIONALE

As a teaching and learning organization, the Algoma District School Board plays a major role in promoting learning and the economic benefits of education in all communities within the district.

2 POLICY STATEMENT

The Algoma District School Board shall, as part of its communication plan, advertise in a cost-effective manner to promote learning and education and to raise public awareness of education programs, services, issues, events and activities of specific interest or benefit to students and parents. Advertising will present objective, factual and explanatory information based on verifiable facts in an unbiased, fair and equitable manner.

Appropriate approval for all advertising shall be obtained from the respective Superintendent or Director/ Director Designate.