

#118218

**School-Sponsored Information Media****Advertising School Programs, Courses and Registration**

The St. James-Assiniboia School Board recognizes the need to ensure that programs offered in the various schools will be understood by the public in determining an educational path for their children.

Schools may also advertise the programs/initiatives they offer through their individual school web sites, school newsletters and information sessions for students and parents. A group of schools or an individual school may wish to develop informational advertisements to be run through print news media, the internet, or other forms of media. Such program advertising is to be approved by the Superintendent/CEO or designate. All print ads must include the school division logo and division website in their ads. Where it is not possible to include the Division logo, such as on outdoor signs, these ads must be approved by the Superintendent/CEO or designate as well.

Suitable advertisements shall be placed in the newspapers at the appropriate time each year advertising the fact that registrations are to begin in all programs in division schools. The advertisement shall outline the general procedures involved in the registration of students. This advertisement will supplement the normal patterns of communication between the home and the school.

ADOPTED	REVIEWED	REVISED	PAGE
26/Apr/11			1 of 1
08-09-11		Motion	