



# Huron-Superior Catholic

## DISTRICT SCHOOL BOARD

### PROCEDURAL GUIDELINES ADVERTISING

Advertising media must be chosen to maximize cost efficiency and effectiveness of public awareness.

Examples of appropriate advertising campaigns are:

- Information about availability of Catholic education in the board's communities
- School registration
- Raise public awareness of educational programs, services, issues, events
- Community focused initiatives
- Extracurricular activities
- Public consultations
- Employment opportunities
- Request for tender or proposals
- School Board accountability
- Sale of school properties
- Sale of board assets
- Recognition of student achievement

Advertising campaigns should not be used to advocate the government or any political parties.