

BUSINESS AND BOARD ADMINISTRATION	3000
ADVERTISING PROCEDURES	3071

1. Policy

It is the policy of Lakehead District School Board to permit advertising as outlined in the guidelines and procedures.

2. Procedures

2.1 Lakehead District School Board employs a communications officer. All proposed advertising of an educational nature must be submitted to the communications officer for approval of:

- the objectives of the project;
- the nature and content of the proposed advertisement; and
- selection of the appropriate media.

2.2 The communications officer will initiate or oversee the advertising campaign to ()4Ssre

