

Williamstown Primary School Newsletter Advertising Policy

Authorisation

The policy was re - adopted at Williamstown Primary School Council meeting on 15.06.2004

Review date

This policy shall be reviewed in 2006 or updated before if required.

Rationale

The school newsletter provides a primary communication tool for the school community and at all times should endeavour to reflect the values and goals of Williamstown PS. For this reason commercialisation of the newsletter is discouraged.

Guidelines

As a general rule, the school newsletter will not carry any advertising material for commercial ventures. Exemptions will apply to material that is of direct interest or benefit to the parents or school community.

1. Community Notices

The newsletter will include a Community Noticeboard. The Noticeboard will be clearly identified as such by the following heading: Community Notices, and will have a disclaimer regarding any endorsement by the school of notices published (Disclaimer: *Williamstown Primary School offers no endorsement of any kind in relation to any activity, organisation or product advertised on this page.*

). The Noticeboard will be the appropriate space in the newsletter for community notices that are of community interest or concern. They will not include commercial notices or advertising (with the exception of school approved events). The Noticeboard will enable, parents, teachers, community groups, students and staff to publicise appropriate activities or events that are Not for Profit. Items will be published when space permits. There is a cost for such notices.

School related (approved) notices would be placed (such as fundraising events) free of charge.

Implementation: Community Notices

The office staff in consultation with the school Principal (and if required the School Council President) will determine which notices are published.

2. Approved Advertising:

The Newsletter will have a clearly identified section for Advertising of commercial, business, individual For Profit activities and any other business or moneymaking notices. All copy must clearly identify the material provided for inclusion as Advertising and will only be run when space permits. There is a cost for such advertisements.

Where an advertisement is run in the Community Notices (because of space considerations) it is to be clearly identified with the word Advertisement, at the top of the advertisement.

Implementation

The School (via the Office Staff) will reserve the right to refuse any advertisement if it is seen to be inconsistent with the School's philosophy. If required this may be done by Office Staff in consultation with the school Principal (and if required the School Council President). Office Staff will determine which notices are published as Community Notices and which are advertising.