
SCHOOL DISTRICT NO. 36 (SURREY)

No. 10805.1

REGULATION: PROMOTION OF EXTERNAL AGENCIES THROUGH SCHOOLS – EDCOM PUBLICATION

1. INTENT

For publications directed to parents that promote external agencies and in which the school district supplies multi-departmental content, the content shall be subject to review by an editorial panel to ensure the materials are appropriate for inclusion and consistent with Board policies and the goals and objectives of the school district.

1.1 EDCOM Publication

At present, the only publication that is covered by this regulation is “The Educate & Communicate Newspaper” (EDCOM) that is published under the auspices of the Business Development Department and the Education Business Community Partnership Advisory Committee (EBCPAC).

1.2 EDCOM Objectives

The objectives of EDCOM are to:

- (a) provide a venue for external agencies to promote themselves to district parents or staff that also generates revenue for schools and programs in need as determined through Regulation #10800.4 – *Education Business Community Partnerships Advisory Committee (EBCPAC) Funds Allocation*;
- (b) provide a publication, at no cost to the Board, which promotes parent understanding and awareness of the positive activities and accomplishments within the school district.

2. BUSINESS DEVELOPMENT EDITORIAL ADVISORY COMMITTEE (BDEAC)

2.1 Committee Structure

The Business Development Editorial Advisory Committee (BDEAC) for external publications directed at parents will be comprised of the following members:

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Trustee
Secretary-Treasurer (Chair)
Assistant Superintendent *
Manager, Business Development *
Manager, Communication Services *
District Parents' Advisory Council representative
Surrey Principals' & Vice Principals' Association representative

* Denotes also a member of the EDCOM Working Group

Attendance at committee meetings will be at no cost to the school district.

2.2 Functions of the Committee

The BDEAC is responsible for:

- (a) developing editorial and advertising guidelines for publications directed to parents;
- (b) reviewing the editorial and advertising content of EDCOM as submitted by the EDCOM Working Group to ensure it is consistent with Board policies and the goals and objectives of the school district, and does not reflect inappropriately on the Board or district.

2.3 Meetings

Meetings will be called by the Chair. A record of meetings will be kept by staff. All meetings will be considered closed, except on the invitation of the Chair to the interested party or to resource person(s) to assist the committee with its deliberations.

2.4 Quorum

A quorum for a meeting will be fifty percent (50%) of members.

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2.5 Consensus Development

The BDEAC will work on the consensus model to develop its recommendations.

Failing full consensus, a simple majority of opinions of those attending will be sufficient to present the recommendations to the committee Chair.

2.6 BDEAC Recommendations

BDEAC recommendations will be considered by the committee Chair after due diligence and careful consideration of the district's policies, goals and objectives and in the best interest of the school district's learners.

3. EDCOM DEVELOPMENT PROCESS

The development of individual editions of EDCOM will be handled by the EDCOM Working Group.

3.1 Working Group Structure

The EDCOM Working Group will be comprised of the following members:

Assistant Superintendent *
Director of Instruction
Manager, Communication Services (Chair) *
Manager, Business Development *

* Denotes also a member of BDEAC

The overall responsibility of the development of EDCOM including managing the relationships with partners is the responsibility of the Manager, Business Development.

The management of the functional editorial aspects of EDCOM such as content preparation and editing is the responsibility of the Manager, Communication Services.

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3.2 Publication Format

EDCOM shall follow the Canadian Press style guide. The EDCOM Working Group shall determine appropriate font sizes, colours, headlines, story bylines, photo use, photo credits, story lengths and other layout considerations. Efforts will be made to maintain a 50/50 story content to advertising ratio throughout the complete publication.

3.3 Publication Content

3.3.1 Story Content

Articles shall be positive, upbeat and informative in tone. Articles should attempt to promote parent understanding and awareness of the positive activities and accomplishments within the school district. Articles shall not be of a partisan nor critical nature. Articles should originate from within the school district and be of broad interest to parents.

3.3.2 Advertisements

Materials of an electioneering or partisan nature shall not be permitted. Advertisements shall not be inappropriate for school-aged children to view. Advertisements shall not directly or indirectly reflect inappropriately on the Board or district.

3.4 Sensitive Issues

If there is any content or related issue that is potentially controversial, it is the responsibility of the Chair of the EDCOM Working Group to bring it to the attention of the Chair of the BDEAC.

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