

Christ the King Sixth Form College






Advertising in the College

Policy and Procedures

Mission Statement

We are a Catholic College dedicated to the education and development of the whole person, so that all students can realise their full potential.

To achieve this as a community we will:

-  Provide the highest standards of teaching and learning.
-  Expect students to show commitment to their studies and the Christian values of the College.
-  Provide equality of opportunity, with mutual respect and positive encouragement.
-  Build and further develop a partnership with parents, schools, parishes, higher education and the local community.
-  Value staff and support their professional development.

In doing this we will reflect Christ's teaching in the life and work of the whole College.

1 Introduction

From time to time companies, businesses and others contact Christ the King, wanting to canvas our students. The range of people making contact is very varied and students themselves sometimes ask if they can promote a product or event. This policy is formulated to provide guidance on dealing with requests and is written with specific reference to advertising at Christ the King. The policy is not a definitive statement and recognises that there is a wider context in which the ethics of advertising is subject to debate. The document provides guiding principals and outlines the basis on which such requests can be accommodated. Finally, procedures for managing the process are described.

2 Guiding Principles

In deciding whether a request should be accommodated. It should be considered within the context of the mission of this College and sixth form colleges. In particular, this means that the purpose or context of the request should:

- Reflect the Catholic nature and mission of the College.

- Be fair and unbiased and should not breach the College Equal Opportunities policy.
- Be appropriate to the requirements of staff or students.
- Be timely and reflect the needs of staff or students.
- Benefit staff or students.

When agreeing to such a request it should be made clear that the College does not endorse the product.

3 Procedures

3.1 Requests for Advertising:

Product advertisements should be on noticeboards and not included in the daily bulletin, except where it is directly relevant to the curriculum delivery or College business. Where there is doubt, the advertisement should be cleared with the Principal.

Advertisements for Staff:

These should be placed on the staff noticeboard – titled Advertisements. This noticeboard carries the following endorsement; ‘The College does not endorse any product on this board and does not accept any liability arising from products advertised here’. Staff wishing to place items on the board should be mindful of the Guiding Principles. When placing the notice, the member of staff should indicate their name and date of putting notice up.

Advertisements for Students:

These should be placed on the student noticeboard – titled Advertisements. The board should carry the following disclaimers; ‘Students should seek the permission of their SPM before placing an item on the board’ and ‘The College does not endorse any product on this board and does not accept any liability arising from products advertised here’.

Students placing items should be mindful of the above Guiding Principles. The name of the person placing the advert and the date of placement should be added to advertisement.

Any advertising for periodicals, internet sites, etc. should be directed to the LRC. The LRC noticeboard will be overseen by LRC staff following the above principles and procedures.

3.2 Requests to Address Staff or Students:

All requests should be made in writing stating the purpose of the activity. The request should meet guiding principles and agreed with the HOD, SPM or Vice Principal as appropriate. Where in doubt, the Principal should be consulted. Once agreed the relevant manager in SMT should be informed.