

## **Advertising Statement**

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Britannia Community Services Centre will accept all commercial advertising that does not conflict with the organization's mission statement, CRTC rules and regulations, National Association of Broadcasters standards of decency, laws of the Province of British Columbia, or that is immoral, unjust or unethical, or would otherwise compromise the principles of fair treatment, respect and acceptance of diversity in our community.

Examples of unacceptable material:

1. Advocacy, either direct or indirect, of drinking or purchasing alcoholic beverages (advertising eating establishments with a "bar" connected is acceptable provided only the "food" portion is advertised).
2. Advocacy, either direct or indirect, of tobacco products or paraphernalia (e.g. tobacco, rolling papers or pipes).
3. Political advertising.
4. Advertising commercial NC-17 or X-rated video or theatre fare.
5. Any advertising for TV programs that do not agree with the Britannia policy statement.
6. Advertising TV cable networks that promote the sale of programs that do not agree with the policy statement.
7. All religious advertising.
8. The use of colloquial or slang terminology that has sexual innuendoes or is euphemistic terms for swear words.
9. Advertising that is offensive or objectionable for any reason as determined by the Britannia Board of Directors, Vancouver School Board, Vancouver Public Library or Vancouver Park Board.

Britannia Community Services Centre reserves the right to approve or disapprove the wording or content of all advertising material. These are only some of the more prominent examples and as such are not exhaustive. Other situations that arise from time to time will be dealt with on an individual basis in accordance with the guidance contained in this policy statement.

## Advertising Policy



Britannia Community Services Centre may accept commercial advertising, or may have its name associated with commercial enterprise, in return for suitable compensation, providing that it:

1. does not conflict with the organization's mission statement.
2. does not promote or imply any form of discrimination based on race, age, gender, colour, religion, physical or mental ability, sexual orientation, political affiliation, economic status or ethnic background.
3. is not illegal, immoral, unjust or unethical, or would otherwise compromise the principles of fair treatment, respect and acceptance of diversity in our community.

In the case of the Elementary and Secondary Schools no commercial advertising is permitted within, or on the exterior of the school buildings.

Britannia Community Services Centre reserves the right to approve or disapprove the wording or content of all advertising material. The following lists some of the more prominent examples and is not exhaustive. Other situations that arise from time to time will be dealt with on an individual basis in accordance with the guidance contained in this policy statement. In all cases, the Britannia Board of Management will have final say in approving requests.

Examples of unacceptable material:

- Advocacy, either direct or indirect, of drinking or purchasing alcoholic beverages
- Advocacy, either direct or indirect, of tobacco products or paraphernalia (e.g. tobacco, rolling papers or pipes).
- Political posters for individual political parties or candidates.
- Advertising commercial NC-17 or X-rated video or theatre fare.
- Any advertising for TV programs that does not agree with the Britannia policy statement.
- Advertising TV cable networks that promote the sale of programs that do not agree with the policy statement.
- All religious advertising.
- The use of colloquial or slang terminology that has sexual innuendoes or is euphemistic terms for swear words.
- Advertising that is offensive or objectionable for any reason as determined by the Britannia Board of Directors, Vancouver School Board, Vancouver Public Library Board or Vancouver Park Board.