

Arts Council ~ Haliburton Highlands Programming Policies and Procedures

Section: Social Media

Subject: Advertising requests from 3rd party organizations that solicit donations from ACHH members.

Policy Number: 1

Date: September 12, 2018

Policy

On a fee for service basis, the ACHH will distribute via social media, advertisements from fundraising organizations that solicit charitable donations from member artists.

Goals

- to inform ACHH members of fundraising initiatives by charitable organizations in Haliburton County.
- to provide a service for charitable organizations to seek donations from ACHH members.

Procedures

- 1.1 Cost for e-blast advertisements will be \$25 for ACHH member organizations and \$35 for non-members.
- 1.2 Design and production of e-blast advertisements are the responsibility of the client organization and must adhere to the *Canadian Code of Advertising Standards. Material will be supplied to the ACHH in high resolution .jpg or .png format.
- 1.3 The following ACHH disclaimer will accompany all messages of this nature; *"This advertisement does not necessarily reflect the views of the Arts Council"*
- 1.4 The ACHH will maintain on its website a compendium of strategies that organizations and artists might use when seeking or considering making a charitable donation.

* Canadian Code of Advertising Standards

Section 4 states that advertisements shall not;

(a) condone any form of personal discrimination, including discrimination based upon race, national or ethnic origin, religion, gender identity, sex or sexual orientation, age or disability;

(b) appear in a realistic manner to exploit, condone or incite violence; nor appear to condone, or directly encourage, bullying; nor directly encourage, or exhibit obvious indifference to, unlawful behaviour;

(c) demean, denigrate or disparage one or more identifiable persons, group of persons, firms, organizations, industrial or commercial activities, professions, entities, products or services, or attempt to bring it or them into public contempt or ridicule;

(d) undermine human dignity; or display obvious indifference to, or encourage, gratuitously and without merit, conduct or attitudes that offend the standards of public decency prevailing among a significant segment of the population.