Advertising Review Committee Fall Council Report

The Advertising Review Committee (ARC) continues to be busy monitoring telephone book advertisements, evaluating draft submissions for future advertisements, and responding to advertisement complaints.

The following are some of the more common advertising issues being encountered by some of our CDSS members:

1. Social media advertisements that are sponsored.

(CDSS Advertising Standard 18k 22)

1. Internet search engine listings that are sponsored.

(CDSS Advertising Standard 18l)

The ARC also updated the Advertising Standard in July of 2018. The committee members are collaborating to establish consistency in evaluating advertisement with respect to the new aspects of the Standard.

Also, thank you to my fellow committee members Harold Weiss, Dean Heinrichs, Jenny Tran, Diego Ardenghi, and Derek Thiessen for their time, efforts, and commitment to the College and the profession of dentistry. Lastly, a big thank you to Marion Lafrenier for managing and organizing all of the heavy lifting of the committee.

Again, the CDSS is not limiting advertising, but it wishes to control the content of advertisements to promote a high standard of professionalism and protect the public from confusing or misleading advertising.

Respectfully submitted by:

Dean Zimmer

Chair, Advertising Review Committee

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