

Advertising Review Committee Report to CDSS Spring Council 2023

For Council discussion

- The ARC has undertaken an update of the CDSS Advertising Standard to better address current social medial advertising methods. There have also been revisions to the definition of internal and external advertising to better distinguish between the two. The draft version of this revision is attached. Changes from the current advertising standard are in red text.
- The ARC is requesting council discusses the proposed changes, makes any revisions they see fit, and ultimately brings forth a motion to adopt those changes to the Advertising Standard.

Respectfully submitted,

Dr. Kevin Saganski, Chair