

Volunteer Opportunities at Ad Standards

Public Representation on Ad Standards Councils and Committees

Ad Standards administers a number of volunteer Councils and Committees whose membership includes representatives from both the advertising industry and the public.

Public representatives reflect the views and diversity of the community at large. While not expected to be experts in advertising, public representatives are interested in contemporary culture and media. Participation on Councils is on an individual basis, not as a representative of a particular industry, company, consumer or special interest group.

We invite qualified persons interested in serving on one of Ad Standards' Councils or Committees to submit an application to volunteer@adstandards.ca. Volunteer opportunities to serve as a public representative are available from time to time on the following Councils and Committees.

1) Standards Councils

The Standards Councils play a vital role in ensuring an objective, balanced and fair process for adjudicating consumer complaints about advertising. The Councils' mandate is to review and adjudicate complaints about advertising that raise potential issues under the *Canadian Code of Advertising Standards (Code)*, the principal instrument of advertising self-regulation.

Standards Council (Toronto)

The Standards Council (Toronto), which includes representatives from across Canada, adjudicates complaints from consumers about advertisements appearing in the English language. The Council meets about 10 times per year from 12:00 – 2:00 p.m. ET at Ad Standards' Toronto office. Interested applicants must be available during this time. Public representatives receive a small honorarium.

Standards Council (Montreal)

The Standards Council (Montreal) adjudicates complaints from consumers about French language advertising, as well as advertising that appears only in Quebec. The Council meets on an as needed basis – approximately three or four times per year in Ad Standards' Montreal office from 12:00 – 2:00 p.m. Interested applicants must be available during this time. Public representatives receive a small honorarium.

2) Children’s Clearance Committee (Toronto)

The Children’s Clearance Committee has the important responsibility of reviewing and approving children’s broadcast advertising messages to ensure compliance with the provisions of the Broadcast Code for Advertising to Children. All children’s commercials appearing in Canadian broadcast media must be approved by the Children’s Committee and carry a valid Ad Standards approval number prior to broadcast on Canadian television.

The Children’s Clearance Committee is chaired by Ad Standards and includes representatives from the advertising industry, public and private broadcasters, and public representatives.

The Committee meets every other Monday morning from 9 – 11 a.m. ET for most of the year, and more frequently from September to November. To be considered, applicants must be available during this time. Public representatives receive a small honorarium.

3) Cosmetic Advertising Advisory Group

The Cosmetic Advertising Advisory Group (CAAG) is an advisory body that develops and proposes revisions to the Guidelines for Cosmetic Advertising and Labelling Claims.

CAAG includes representatives from industry, Health Canada, Ad Standards, and a public representative, and meets about once per year for approximately two hours. The public representative receives a small honorarium.

4) Consumer Health Product Advertising Advisory Council

The Consumer Health Product Advertising Advisory Council (CHPAAC) provides advice to Ad Standards Clearance Services regarding consumer drug section policies and procedures. CHPAAC is composed of representatives from the advertising industry, health and medical organizations, Health Canada, other interested/responsible organizations, and a public representative. CHPAAC meets once per year for approximately two hours. The public representative receives a small honorarium.

Qualifications of Public Representatives

Ad Standards’ Councils and Committees are meant to reflect contemporary society. To meet that goal, we are seeking applicants who represent the diversity of Canadians and meet the following qualifications:

- Ability to interpret and apply codes and guidelines;
- Ability to see both sides of an issue and apply common sense and sensitivity;

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- Ability to debate in a reasoned, objective, and respectful manner;
- Demonstrated involvement in the community, and ability to reflect generally accepted Canadian community standards;
- Ability to maintain the confidentiality of material reviewed and Council's deliberations;
- Ability to work as part of a diverse team;
- An interest in advertising and media; and
- Availability during business hours to attend during established meeting times.

In the case of the Ad Standards Children's Clearance Committee, applicants must also be parents of children under the age of 12.

Recruitment Process

To apply for a volunteer position as a public representative on any of Ad Standards' Councils or Committees, please submit a letter of interest, along with a curriculum vitae/resume outlining your relevant community and/or work experience. In your letter, please identify which Council or Committee is of interest to you, and explain how you meet the stated qualifications.

Following review of applicant submissions, a shortlist of qualified candidates will be invited for an interview with Ad Standards' Selection Panel. Decisions of the Selection Panel are final. Ad Standards will retain applicant submissions for 12 months for future consideration.

To submit an application, please send to: volunteer@adstandards.ca