

ADVERTISING IN THE SCHOOLS

- 1.0 The Board is opposed in principle to accepting any programming, equipment or services that are offered only on the basis of mandatory exposure of students to product advertising. The Board recognizes, however, that in some instances product names, logos, or advertising may be acceptable when the programming, equipment, or services can be clearly shown to be of significant benefit to the school program.
- 2.0 The Board authorizes the administration to consider requests for advertising in the schools, on school grounds or on school buses on a case-by-case basis, except that:
 - 2.1 Brand specific advertising of food or beverages is prohibited in school buildings, on school grounds or on school buses except for food and beverages meeting standards for sale or distribution on school grounds in accordance with Department of Education rules. For the purpose of this paragraph, "advertising" does not include advertising on broadcast media or in print media such as newspapers and magazines, clothing with brand images worn on school grounds, or advertising on product packaging.
 - 2.2 Consistent with its efforts to promote a tobacco, alcohol and drug-free environment, the Board prohibits displays of advertising in school buildings, on school grounds or on school buses for tobacco products, alcoholic beverages, drugs (including prescription and over the counter medications), performance enhancing substances, or dietary supplements.

Legal Reference: 20-A M.R.S.A. § 6662
Me. Dept. of Ed. Rule Ch.51

Cross Reference: EFE -Competitive Food Sales

Adopted: September 4, 2008