

Advertising in the Schools

The Board believes that, in general, product advertising and/or endorsement is to be discouraged in the schools. The Board has an obligation to assure that students are not subjected to commercial messages of any kind without careful analysis of the benefits and risks that pertain in each instance. The Board will consider comments and recommendations from the administration, the staff, and the community prior to approving advertising in schools, on school grounds or on school buses.

The Board is opposed in principle to accepting any programming, equipment, or services that are offered only based on mandatory exposure of students to product advertising. The Board recognizes 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.

The Board reserves the right to consider requests for new advertising in the schools, on school grounds or on school buses on a case-by-case basis, except that:

- A. 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.

- B. Consistent with its efforts to promote a tobacco, alcohol, and drug-free environment, the Board will not agree to 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
JL – Student Wellness

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