

RSU 63

- a. **NEPN/NSBA Code:** **KHB**
- b. **Title:** **Advertising in Schools**
- c. **Author:**
- d. **Replaces Policy:**
- e. **Date Approved:** **04/03/2017 RSU 63**
- f. **Previously Approved:** **01/28/2008**
- g. **Policy Expiration:** **Review as Needed**
- h. **Responsible for Review:** **Superintendent & Policy Committee**
- i. **Date Reviewed:** **03/06/2017 Superintendent**
03/06/2017 Policy Committee
- j. **References:** **20-A MRSA Chap 6662**
Me. Dept. of Education Rule 51

**Cross Reference: Policy EFE-Competitive Food Sales-Sales of Food in Competition
with School Food Service Program**

k. **Narrative:**

- I. The RSU 63 Board of Directors (the Board) believes, in general, product advertising and/or endorsement is to be discouraged in schools. The Board has an obligation to assure students, required by law to attend, are not subjected to commercial messages of any kind without careful analysis of the benefits and risks that pertain in each instance. Since the issue of advertising in the schools can carry strong opinions, the Board may seek comments and recommendations from the administration, the professional teaching staff, and the community prior to considering any form of advertising in schools, on school grounds, or on school buses.
- II. The Board is opposed in principle to accepting any programming, equipment, or services offered only on the basis of mandatory exposure of students to product names, logos, or advertising. The Board may find advertising acceptable when the programming, equipment, or services can be shown to be of significant benefit to the school program.
- III. The Board reserves the right to consider requests for 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 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 as deemed inappropriate by the building administrator.