KHB - Advertising in the Schools

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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, who are 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 be attended by 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.

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.

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 and on school grounds except for those meeting the standards for sale or distribution on school grounds in accordance with 20-A MRSA § 6662(2), i.e., those that meet Smart Snacks standards).

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 (including “vaping” devices and 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

Cross Reference: JL –Student Wellness

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