

ADVERTISING IN THE SCHOOLS

The Wells-Ogunquit C.S.D. School Committee 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. The School Committee may seek comments and recommendations from the administration, the professional teaching staff and the community prior to considering any form of advertising in the schools, on school grounds or on school buses.

The School Committee 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 School Committee 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 School Committee 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.

Legal Reference: 20-A M.R.S.A. § 6662
Maine Department of Education Rule Ch. 51

Cross Reference: EFE – Competitive Food Sales – Sales of Foods in Competition with the School Food Services Program

Adopted by the Wells-Ogunquit C.S.D. School Committee:	12/06/89
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