

## ELLSWORTH SCHOOL DEPARTMENT

### ADVERTISING IN THE SCHOOLS

The Ellsworth School 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, 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.
- C. Consistent with its efforts to promote and support academic and extra/co-curricular programming, the Board will consider advertising and sponsorship by individuals and business entities. Any advertising and sponsorship of programs will be consistent with this policy and the school department’s goals and objectives. Further, advertising and sponsorship messages will be age appropriate, not promote products or services that promote alcohol, drugs, tobacco, and sex and be in the best interest of students. The ESD shall not enter into “exclusive sponsorship” arrangements with any individual or business. As a public school system, the ESD will not demonstrate support of any one sponsor or advertiser over

another. Sponsor recognition and corporate logos may be posted on school property but shall be limited to the identification of the sponsor and shall not contain any other advertisement. Public signs indicating the ESD's appreciation of an enterprise's support for education shall be permitted. Sponsorship and advertising by businesses shall not limit the discretion of schools and teachers in the use of good and services provided by sponsors. The ESD shall not provide any personal or identifying information to sponsors or advertisers.

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

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

**Adopted: May 27, 2014**

**Amended: September 8, 2015**