

REGIONAL SCHOOL UNIT NO. 18

File: KHB

ADVERTISING IN THE SCHOOLS

The School Board believes that, in general, product advertising and/or endorsement is to be discouraged in the schools or school grounds. The School 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 School Board may seek comments and recommendations from the administration, the professional teaching staff and the community prior to considering any form of advertising into the schools.

The School 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 School 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 School Board reserves the right to consider requests for advertising in the schools on a case-by-case basis.

Date of Adoption: May 28, 2009

Policies/RSU No. 18 Policies/K – School-Community Relations/KHB – Advertising in the Schools