

| NEPN/NSBA Code: KHB  
| M.S.A.D. #12 POLICY  
| ADVERTISING IN THE SCHOOL

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| The School Board believes that, in general, product advertising and/or endorsement is to be  
| discouraged in the school. 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 school 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 into the schools.

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

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| 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.

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| Adopted: October 08, 2002