

## **ADVERTISING IN THE SCHOOLS**

The Dayton School Committee believes that, in general, product advertising and/or endorsement is to be discouraged in the school. The 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. Since the issue of advertising in the school can be accompanied by strong opinions, the Committee may seek comments and recommendations from the administration, the professional teaching staff and the community prior to considering allowing any form of advertising into the school.

The Committee 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 Committee 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 Committee reserves the right to consider requests for advertising on a case by case basis.

Adopted: August 21, 2003