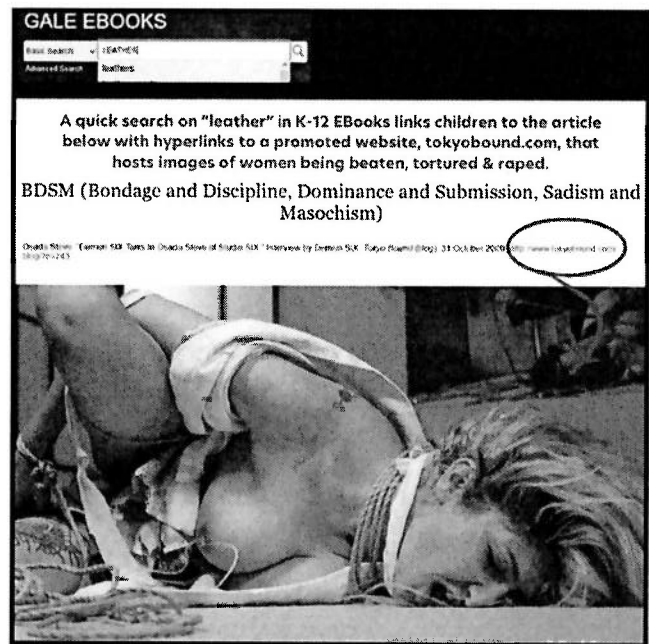
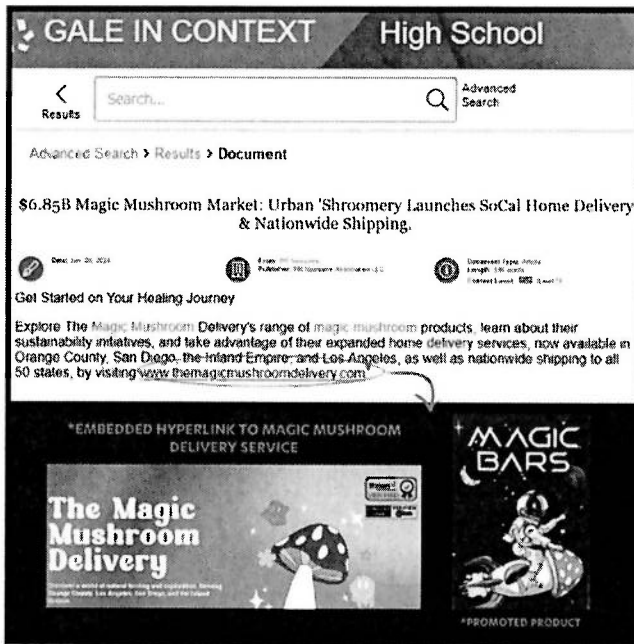


# Harmful Advertising Embedded in Taxpayer-Funded K-12 Digital Resources

*Commercial Vendors Deceptively Market Curated Collections as “SAFE” Alternatives to the Internet*

## STATEMENT IN SUPPORT OF HB24-1247: Digital platforms and media used by minors should be free of advertising and marketing:

- Commercial vendors or other entities that provide digital platforms or media intended for use by K-12 students should certify that the content is free of advertising or marketing.
- HB24-1247 will ensure vendors respect Colorado students and educators and give school districts the ability to hold vendors accountable for providing safe educational products.



## Colorado's schools should nurture and educate, not advertise:

- Young children and adolescents might find it challenging to distinguish between educational content and marketing materials deceptively integrated within curated K-12 Digital Resources.
- Commercial content may be perceived by students as endorsed by teachers. This exposes teachers to liability. Teachers must rely on their administrators who, in turn, must place reliance on the promises made by commercial vendors.
- An alarming trend is becoming evident across the country involving corporate misuse of digital technology to reach minors as a consumer block. On October 19, 2022, the Federal Trade Commission (FTC) hosted “Protecting Kids from Stealth Advertising in Digital Media” to study the pressing issue of advertising and marketing embedded in popular digital platforms and how it affects children, teens and school children: <https://www.ftc.gov/reports/protecting-kids-stealth-advertising-digital-media-ftc-staff-perspective>
- As the use of educational technology explodes, such platforms are uniquely poised to reach a lucrative, captive audience of school children with digital advertising. For example, the leading nonprofit, FairPlay, recently exposed a popular math game, Prodigy, for its deceptive practice of being “free to use” while pressuring students to purchase upgraded subscriptions and creating an inequitable peer culture: <https://fairplayforkids.org/pf/prodigy/>
- The commercial school vendor, EBSCO, was showcased by the Washington D.C. based, **National Center on Sexual Exploitation** for embedding adult shops, sex toys, and pornography venues in research databases used as K-12 scholastic references: <https://endsexualexploitation.org/ebSCO/>

HB24-1247

### Digital Education Materials

Concerning measures to enhance the integrity of digital education materials in public schools.

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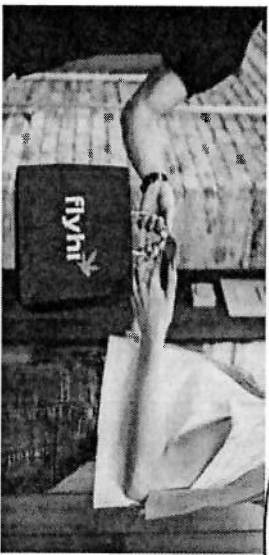
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# K-12 STUDENTS RESEARCHING COLORADO'S CANNABIS INDUSTRY ARE QUICKLY LED TO ADS AND EMBEDDED HYPERLINKS FOR LOCAL CANNABIS DELIVERY SERVICES

## Aeropay and Flyhi Announce Strategic Partnership Bringing Cashless Cannabis Delivery Payments to Colorado.

Flyhi.com, launched in 2020, was created by cannabis & technology experts seeking to create a convenient & easier way for customers to explore, shop and receive their cannabis products discreetly at home. Fully state/city licensed and compliant, Flyhi offers a seamless experience. The company's unique technology also allows dispensaries real-time data and optimize inventory control. <https://flyhi.com>



**Home About Shop**

# FLYHI

CANNABIS DELIVERY

Delivery in about 50 Minutes  
Premium Brands, Great Prices  
Now Operational in Denver, CO

Superfeminine Cannabis Concentrate  
Cup 100mg



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### K-12 STUDENTS RESEARCHING THE HARMS OF VAPING ARE SOLICITED WITH ADS AND EMBEDDED HYPERLINKS TO PURCHASE NICOTINE CONTAINING PRODUCTS

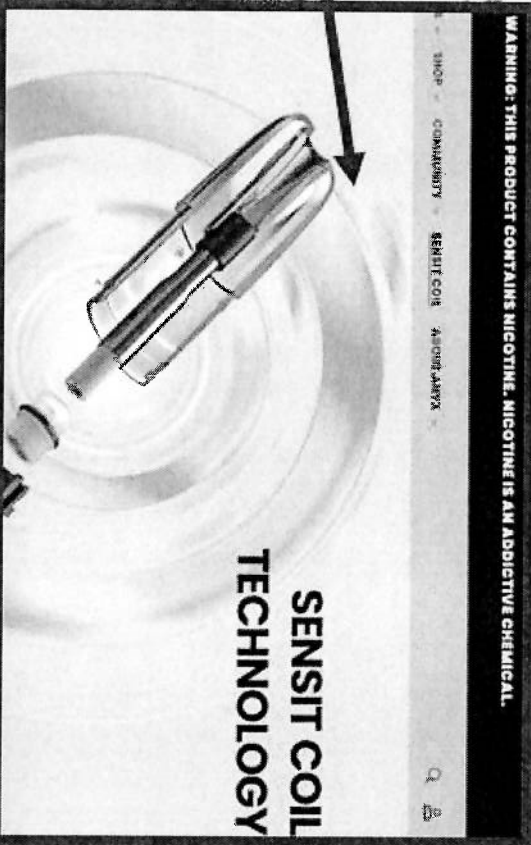
## ANYX MAX PLUS Receives Top 10 Best Beginner Vapes Award from VAPE HK.

ANYX MAX PLUS - A Game-Changer in the Industry

The ANYX MAX PLUS brings a blend of simplicity for newcomers. It's an excellent option for those comfortable with vaping.

-Vape HK

ANYX MAX PLUS is an innovative creation for a sized pod design. This product boasts an improved SENSIT COIL craftsmanship to deliver high flavor. This innovation prioritizes the user experience effective.





K-12 Students are Solicited with Advertisements and Embedded Hyperlinks for Online Gambling

The image shows a screenshot of a library website with a BetRivers.com advertisement. The advertisement features a black and white photo of a football player in a helmet and jersey. The text on the ad reads: "GET UP TO A \$500 BONUS ON SPORTS BET". A callout box with a white background and black text says: "Colorado tomorrow morning at 10 AM. Watch the game at BetRivers.com. Through the week, Colorado, BetRivers.com". In the background of the ad, there is a large, partially visible text: "SECOND CHANCE BET".

The website interface includes a navigation bar with "GALE IN CONTEXT" and "High School" (circled in red). Below the navigation bar is a search bar with "Advanced Search" and "Results" buttons. The page title is "Advanced Search > Results > News > Document".

# "It's Time to Ease Your Fears—and Your Sphincter": Gender and Contemporary Media Heterosexual Anal Sex.

Stubbs, M. (2018). The straight man's guide to backdoor basics. *Playboy*, February 28. Retrieved April 7, 2019 from [www.playboy.com/read/the-straight-mans-guide-to-backdoor-basics](http://www.playboy.com/read/the-straight-mans-guide-to-backdoor-basics).

Join Now

Researching "fears" in a Middle school EBSCO Collection drives student traffic to **PLAYBOY.com** where they are solicited to "Become a Bunny" and purchase movies

**PLAYBOY**  
*Become a Bunny*

- Earn \$\$\$!**  
Top creators earn millions!
- Be discovered!**  
Are you the next Playmate?
- Attend Playboy parties!**  
Exclusive invites to creator events
- Connect with Creators!**  
Join our inspiring community

[Build My Profile](#)

explora  
by EBSCO

Explora for Middle and High School Students

A database of eBooks, eaudiobooks, and High School Students searching for articles, essays, and primary source documents.

# MOVIES