

## 7.24—ADVERTISING ON SCHOOL BUSES

Under the authority granted by A.C.A. § 6-19-129 and the Commission for Arkansas Public School Academic Facilities and Transportation Rules Governing Advertising on School Buses:<sup>1</sup>

The District has chosen to use the legally provided space on District school buses for purchased advertising space and to place any items created by the District's information office.

The Superintendent shall develop procedures for soliciting proposals for advertising, as well as guidelines for the review and acceptance of advertisements.<sup>3</sup>

The Board, or designee, shall approve each advertisement before it is displayed on a District bus. The Board reserves the right to reject any advertisement that it deems inappropriate for the school setting. If the District contracts with a third party for the solicitation of potential advertisers and the development of advertising programs, the District retains the final authority to accept or reject potential advertisers and proposed advertisements.

Advertising shall be accepted solely for the purpose of generating revenue for the District transportation program and not for the purpose of establishing a forum for communication. All revenue the District receives from advertisements shall only be used to reduce District transportation costs.

Regardless of the viewpoint expressed in the advertisements, advertisements shall not be approved that are:

1. For a political candidate, political party, the adoption of any bond/budget issues, or any public question submitted at any general, county, municipal, or school election as required by A.C.A. § 7-1-111;
2. Of an obscene or pornographic nature;
3. Promoting drugs, alcohol, tobacco, firearms, or similar products; or
4. Otherwise deemed to be inappropriate for minors.

The District shall also reserve the right to reject advertising that is inconsistent with:

- a. Federal laws and regulations or state laws and rules;
- b. Commissioner's memos;
- c. The First Amendment;
- d. Board policy;
- e. The District's mission, goals, standards, and curriculum; or
- f. Any content the District determines has a reasonable likelihood of exposing the District to controversy, litigation, or disruption.

Acceptance of an advertisement on District school buses shall not constitute approval or endorsement of any product; service; issue; organization; activity; or position referenced in the advertisement, nor shall acceptance of advertising from a vendor determine whether the District

will purchase goods or services from the vendor through the District's procurement process in Policy 7.5—PURCHASES AND PROCUREMENT.

The Board has the authority to terminate advertisements on school buses at any time. The Board may, at its sole discretion, cease to allow the display of any previously approved advertisement if it finds the advertisement to have become inappropriate due to changing circumstances.

Approved advertisements may be placed:<sup>4</sup>

- On the rear quarter-panels of the exterior of the bus,;
- At least three inches (3") behind the rear wheel and not closer than four inches (4") from the lower edge of the window line;
- At least three inches (3") from any required letter, lamp, wheel well, reflector, or emergency exit; and
- Within a block no larger than thirty inches (30") in height and sixty inches (60") in length.

Any reflective tape between the floorline and beltline of the bus that is covered by an advertisement will be replaced by placing reflective tape either above or below the advertisement. No brackets or hardware shall be applied to the bus to hold advertisements.<sup>4</sup>

Advertisements must be of a durable printed material. In order to not create a handhold or present a danger to pedestrians, the advertisement shall not:<sup>4</sup>

- Intentionally extend from the body; or
- Extend from the body due to damage.

All advertisements shall contain the phrase "Paid advertisement" in a place, font, color, and size that it may be easily read from a distance of at least ten feet (10').<sup>5</sup>

Cross References:                   6.9—MEDIA RELATIONS AND NEWS RELEASES  
  7.5—PURCHASES AND PROCUREMENT

Legal References:                   A.C.A. § 6-19-129  
  A.C.A. § 7-1-111  
  Commission for Arkansas Public School Academic Facilities and  
  Transportation Rules Governing Advertising on School Buses  
  7 C.F.R. § 210.31

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