

KENTUCKY STATE REP. PROPOSES ADVERTISING ON SCHOOL BUSES



An interesting proposal on how to generate revenue through advertising is being pushed by state Rep. Brad Montell (R) of Kentucky. Montell is suggesting that school districts be allowed to sell ad space on the sides of school buses. "I think it would be something that would be pretty popular in a larger district," said Montell. "If you can generate some revenue like this without disturbing anything, why not?" In 1993, the Colorado Springs School District 11 was among the first districts in the nation to allow advertisements on school buses. According to that district's spokeswoman, Elaine Naleski, "Our superintendent went to the business community for advice, and they told him that we have to think entrepreneurially." Naleski added that the district was struggling financially at the time and that the school bus advertising has generated over \$150,000 annually. "We mainly give the money to schools for things like buying band instruments," she said. "It's just an added bonus for the schools." According to Montell, the proposal would prohibit advertising of alcohol, tobacco, or political ads. Opposition to the proposal comes from Bill Riley, the executive director of the National Association of State Directors of Pupil Transportation Services, citing safety concerns. Riley said, "Our concern is safety. A yellow school bus with the black markings is very noticeable to the public – it's iconic in nature. We're concerned that advertisements, which are there to catch people's eyes, could take away from that." No position has been taken by the Kentucky Department of Education regarding Montell's proposal.

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