

ADVERTISING ON SCHOOL BUSES?



Advertising is everywhere you look. Sidewalks, doors and even on cars and you're about to see them on busses. Florida is one state that prohibits advertising on school buses but so do 34 other states. A lot of cash strapped schools need help to pay for things the state will not fund. Several bills are trying to pass so that this ban can be lifted. "We are in such tough times financially now that we have to look at various means to raise money," Sen. Bill Montford said Friday. Bill Montford is a Democrat who is behind the bills. Some people say that putting advertisement on a bus can cause a lot of issues but many other people beg to differ. "If I thought it was a safety issue I would not have filed this legislation," said Montford, who's also CEO of the Florida Association of District School Superintendents. A lot of people in the community are for the change and other people are not. Some residents are concerned that the advertisements will cause accidents. While this seems obscene to some people, it's not uncommon for a motorists to become distracted by advertising on a moving vehicle. If you take the time to notice that a lot of big buses have a lot of advertising on them, then you will not see a big deal on putting it on buses. However, there is really no research to show whether or not this could or would cause more accidents. Safety is a huge concern but that does not mean this bill will not go through. A huge concern is also controlling the type of advertisement that goes on vehicles. "We're not going to put ads for condoms and liquor on the sides of school buses," Montford responded. The legislation might just pass and if it does, there will be certain limitations. One of those would prohibit the advertising of things like alcohol and cigarettes. Of course, prescription drugs and anything of a sexual manner will also be prohibited. People are also fighting against these restrictions, saying that they violate the freedom of speech which is located in the 1st Amendment. Some people have to remember that these are school buses with teens involved. Montford said "he filed his bill in desperation after the Legislature cut school spending earlier this year. Quite frankly, I was somewhat reluctant to do it," he said. But he added, "The need for discretionary funding for the schools is so great that this is a viable option. ... We've got to do something." He added. It's no secret that schools are suffering and it's important to do something about it. For some schools, this is a last resort before they close down all-together. There are two sides to this story but which side will actually win?

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