

BILL IS HEADED TO HOUSE FOR ADVERTISEMENTS ON SCHOOL BUSES



The House Education Committee is supporting a bill in favor of advertisements being displayed on school buses. If an assortment of advertisements were to be displayed on school buses, school districts would have a much easier time raising the money that they desperately need in absolutely no time at all. They could earn thousands from advertisements on these buses. Many school districts are facing a number of problems, including the increasing cost of transportation due to the rise in fuel prices, which is causing them to have to put out a lot of money that they simply do not have. The advertisements on school buses could help rake in the cash that is needed by the school districts. The bill is currently headed toward a full vote from the chamber. One of the sponsors of this bill, Representative Irv Slosberg, says that the bill should include certain filters that would ensure that all advertisements on the school buses would be appropriate for the children who ride the school buses. Slosberg says, "We have to think of creative ways to raise revenue without increasing our taxes and not increasing our fees." This bill will also allow the different school boards to make a decision as to whether or not they would like to have advertisements placed on the school buses. Of course, certain advertisements will be prohibited. Such advertisements include any sexual material, along with advertisements that promote alcohol use or tobacco use. The amount of revenue that is generated from the bus advertisements will be split in three different ways. 50% of the revenue will go to the school district to help pay for the cost of transportation that gets students to and from school. Another 25% of the revenue would go to the school district to be used within the classroom. The last 25% would go to any foundations of the school district. Representative Dwight Bullard is voting for the bill. Bullard says, "When will the madness stop and when will the state fund education the right way?" He also said, "Are we just going to keep pitching advertisement ideas to fill the void?" Representative Luis Garcia has said that if the Orange County School Board members would like to place Mickey Mouse ears on the school buses, that is their place to do so and their decision to make. However, he feels as though signs like that will actually distract the other motorists who are on the road. An analysis of the bill said that the amount of revenue earned from advertisements being placed on the buses will vary greatly for the school districts. However, it stated that in Colorado, the school districts typically earn anywhere from \$5-\$10,000 for each of the buses through advertisement alone.