

SCHOOL DISTRICT APPROVES SCHOOL BUS ADVERTISEMENTS



One school district will begin allowing advertisements to be placed on the inside of the school buses as a way of earning income that will help the district, especially after budget cuts take place. Advertising within schools is definitely nothing new. Within the past few years, advertisements on school buses and in different parts of the school have become increasingly popular because they work for both the advertisers and the schools. Advertisers have the opportunity to spread their message to a large number of people while the school gets to earn money along the way. In recent weeks, the Parkland School Board made the decision to approve advertisements on school buses. The agreement is between the school board and the Factory Advertising Company. This school district will be the first district within the state to have advertisements set up inside of the school buses. With these advertisements, the school district will be able to earn nearly \$150,000 per year, which definitely helps the school district, especially when budget cuts are constantly being made and the students end up suffering because of those budget cuts. The advertisements will begin being displayed on about 46 school buses. After testing out its success, the advertisements will be placed in a total number of 96 school buses. The government is constantly making cuts when it comes to public schools, especially as budgets constantly need to be set. It is a serious matter and allows advertisements to take place helps these schools to generate the money they need so that the cuts will not be nearly as drastic. Some school board officials are weary about the decision but say that they wanted to try something different instead of making the taxpayers put out more money. One resident of the area, David Parsons, says that children under eight years old should not be exposed to the advertisements. Parsons is an advertising professional and knows the ropes. He also knows that the American Psychological Association suggest advertisements be restricted for children who are under the age of eight. It is also important that certain advertisements be prohibited in schools. For example, advertisements pertaining to alcohol and tobacco use should not be featured on school buses or on anything that has to do with the school as a whole, as this would be sending negative messages to the students within the school district. Because of this, the committee will decide which advertisements are appropriate for the students to see and which advertisements are not appropriate and should not be advertised within the school buses or on school premises. The committee will consist of around 10 people who will make the ultimate decision as to what will be advertised within the school.

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