

Provo City School District
Policy Series 6000 Finances and Operations



Policy No. 6115

Advertising on School Buses

Purpose

The Board of Education authorizes the sale of advertising on school buses used by the District subject to the standards and requirements of this policy.

Advertising Content

The content of advertising on school buses shall be appropriate for school age children and shall be consistent with Utah state code.

Advertising on buses shall reflect the standards and values of Provo City School District and may not:

1. Promote any substance or activity which is illegal for minors, including but not limited to alcohol, tobacco, drugs, or gambling;
2. Promote any political party, candidate, or issue;
3. Promote or contain sexual material;
4. Promote religious messages (including those favorable or unfavorable towards religion); or
5. Promote any competing educational organization, including but not limited to charter schools, private schools, or any other non-Provo City School District K-12 educational entity.

The District may reject advertising for school buses which:

1. Relates to a subject or topic which the District determines is controversial or which may create controversy; or
2. Relates to another educational institution or an educational service that is in competition with the District's educational programs.

Advertising Contracts

Contracts for advertising must preserve the right of the District, in its sole and absolute discretion, to refuse, delete, or remove any advertisements or content, including names, logos, or any other material, if continued display reflects negatively on the District or in any way violates state or federal law or District policy.

Contracts shall include a statement affirming that the District has no duties, liabilities, or responsibilities to individual advertisers who have contracted with the commercial advertising agency. Contracts shall also include a provision affirming that the commercial advertising agency will indemnify and hold harmless the District for claims by individual advertisers.

Contracts shall include a statement prohibiting interference with normal school operations or the transportation of students. The commercial advertising agency's access to buses for the purpose of placing or removing advertisements shall be granted only during such times as the buses are not in use or needed for District purposes

Each contract for advertising on a school bus shall require the advertiser to pay the cost of placing the advertisement on the bus and the cost of removing the advertisement from the bus when the contract expires.

Advertising on buses shall be affixed by removable decal only. No advertising may be permanent or leave any damage, markings, or other visible evidence once removed.

Revenue derived from the sale of advertising on school buses shall be used only for expenditures within accounting function 2700 (School Transportation Services).

Advertisement Placement and Format

Advertisements placed on a bus may not:

1. be placed on the front or back of the bus;
2. cover an area greater than 35% of the side area of the bus;
3. cover, obscure or interfere with the operation of any required lighting, reflective tape, emergency exits or any other safety equipment;
4. be placed within six inches of any required markings, lighting or other required safety equipment;
5. resemble a traffic control device;
6. be illuminated; or
7. be constructed of reflective material.

Legal References:

Utah Code § 53G-10-402

Utah Code § 41-6a-1309(2)(b)(iv) (2011)

Utah Admin. Rules R909-3-3 (August 25, 2011)

Approved by Board of Education: June 14, 2016