

# **DELETE THIS REGULATION**

~~EEAFB-R~~

~~REGULATION~~

## ~~SCHOOL BUS ADVERTISING~~

~~(Guidelines for Selection and Placement of  
Advertisements on District School Buses)~~

### ~~Selection~~

~~Scottsdale Unified School District (SUSD) and [vendor] will maintain the advertising space on the exterior of SUSD school buses as a nonpublic forum. SUSD has an interest in maintaining a position of neutrality on political and religious issues, and in protecting school bus passengers from any violence that could result from such advertising. SUSD is also concerned that commercial advertisers, the primary source of potential revenue from school bus advertising, may be dissuaded from leasing advertising space that is commonly used by those wishing to communicate primarily political or religious messages. Accordingly, advertising space on SUSD buses may be used only for commercial advertisements. Political, religious, public service and other "issue" ads (even if they have a commercial component), are prohibited.~~

~~Further, all advertisements must be age appropriate and must not promote any substance that is illegal for minors, such as alcohol, tobacco, drugs or gambling. All advertisements must also comply with the state sex education policy. Advertisements that use poor grammar, or include language or images that are sexually suggestive, obscene, vulgar, or profane, or are otherwise counter to the best interests of children are also prohibited. Advertisements that are false, misleading or deceptive, relate to illegal activity, or depict violence and/or anti-social behavior are prohibited.~~

~~All advertisements shall be respectful to all people without regard to their disability, race, color, gender, national origin, ethnicity, sexual orientation,~~

~~age, religion, marital status, socioeconomic status, cultural background, familial status, physical characteristics, or linguistic characteristics.~~

### **~~Prior Approval by the Superintendent or the Superintendent's Designee~~**

~~The [Vendor] shall obtain prior written approval from the Superintendent or the Superintendent's designee prior to placing any advertisement on any SUSD school bus. The Superintendent or the Superintendent's designee shall assemble a committee comprised of SUSD administrators to approve or reject, in accordance with these guidelines, every advertisement selected by [vendor] for placement on any SUSD school bus. To facilitate this process, graphic designs must be submitted to the Superintendent or the Superintendent's designee in sufficient detail to determine content and general appearance of each advertisement.~~

~~Moreover, the Superintendent or the Superintendent's designee may direct the removal of advertising that causes public criticism or is found offensive by students or members of the public. Such removal shall be at [vendor's] expense.~~

~~Finally, [vendor] agrees to maintain high standards for the appearance of the advertising it submits for approval.~~

### **Placement**

~~The [Vendor] may place ads on the sides of SUSD buses only in the following areas:~~

- ~~● The signs shall be below the seat level rub rail (and may not extend above the bottom of the side windows);~~
- ~~● The signs shall be at least three (3) inches from any required lettering, lamp, wheel well or reflector behind the service door or stop signal arm;~~
- ~~● The signs shall not extend from the body of the bus so as to allow a handhold or present a danger for pedestrians;~~
- ~~● The signs shall not interfere with the operation of any door or window; and~~

- ~~• The signs shall not be placed on any emergency doors.~~

~~The District shall have the right to utilize all unsold advertising space at its sole discretion and these guidelines shall not apply to such use.~~