Advertising on School Buses

Subject to the requirements of NMAC 6.40.1.11 and this policy, advertising space on District owned school buses may be leased or licensed for public advertisement. For purposes of this policy, “public advertisement” means the act or practice of calling public attention to one's product, service, program or need and includes the description or presentation of a product, service or idea in order to induce individuals to buy, use, support or approve of it.

1. The location and size of any advertising shall be subject to the requirements of NMAC 6.40.1.11 C. Advertising shall only be permitted on school bus exteriors.

2. All advertising shall be age appropriate for kindergarten through secondary level due to the use of school buses for all grade levels and shall promote or be consistent with good health habits, a safe and effective environment for learning, and positive relationships within our community.

3. No advertisement shall involve, directly or indirectly, obscenity, profanity, sexual material, gambling, tobacco, alcohol, political campaigns or causes, religion, promote the use of drugs or pharmaceuticals, promote foods or beverages which are not permitted for consumption on school premises or at school sponsored events, as defined in the District’s Health and Wellness Policy, #358, or promote conduct or activities which would violate other Board policies, state or federal law. In addition, advertising prohibitions include, but are not limited to:
   
   a. Promotion of hostility, disorder or violence including the use of any weapon.
   b. Promotion of conduct or activities which would constitute unlawful discriminatory conduct under state or federal law
   c. Libelous statements.
   d. Promotion of conduct or activities which inhibit the functioning or educational goals of the District.
   d. No advertising shall include the District’s or individual school’s logo or represent that the District, its officers, agents, employees or students endorse the advertised service, product or idea.

4. Approved advertisers may place their name, logo, phone number, web address, location, and services on the advertisement. All advertisements shall include the following statement: “Supporter of the Rio Rancho Public School District”.

5. All bus advertising shall be approved by the Superintendent, or designee who shall have the discretion to refuse or require changes to any advertisement to conform to the intent of this policy.
6. All contracts with advertising/media companies and for direct lease or license for use of advertising space shall be approved by the Board.

7. The board and district shall not be responsible for cost of installation, removal, maintenance or repair of any advertising materials approved for placement on school buses, or for any damage or destruction to advertising materials whether or not caused by the District’s employees or students. Each company or its advertising agent shall be solely responsible for maintaining any insurance coverage for loss of or damage to advertising materials. Advertisements which become worn, damaged or destroyed shall be removed and/or replaced within one (1) business day’s notice from the District. Notice shall be deemed sufficient if made by fax or email to the company at its address of record or to its advertising agent.

Reference: NMSA 1978 §22-5-4
NMAC 6.40.1.11

Rio Rancho Public Schools
Adopted: January 10, 2011