Dear Members of [YOUR DISTRICT] School Board:

Please don’t allow advertising on school buses in our district.

Our state is one of only nine in the nation which permit advertising on the exterior of school buses. The great majority of states don’t permit ads on school buses because it’s a terrible idea. It transforms our children’s transportation into moving billboards, and it could be unsafe.

Advertising on school buses exploits a captive audience of students and undermines parents who wish to shield their children from commercial influences. Advertisements teach children to be materialistic, that the things we own will make us happy. Schools should strive to teach students critical thinking, but advertising teaches unquestioned brand loyalty.

Anything advertised on a school bus carries that school’s implicit endorsement, even if the product undermines children’s well-being. And if the district attempts to restrict ads for harmful products, it could be subject to costly First Amendment challenges.

To ensure children’s safety, school buses across the country are a uniform shade of yellow. Advertisements obscure this unique coloring and divert drivers’ attention. The [National Association of State Directors of Pupil Transportation Services](http://www.nasdpts.org/Documents/Paper-AdvertisingOnSB-3-11.pdf) opposes advertising on school buses due to safety concerns.

Moreover, school bus advertising doesn’t even make a dent in schools’ deficits. [Information obtained by the Campaign for a Commercial-Free Childhood](http://www.commercialfreechildhood.org/sites/default/files/SchoolBusAdRevenue2016.pdf) shows that on average, school bus advertising returns less than one dollar per student per year in revenue to schools.

The costs to students’ wellbeing and education far outweigh the minimal revenue. Please do the right thing for our students, and pledge not to allow advertising on our school buses.

Sincerely,