S T A T E O F N E W Y O R K

7701

2011-2012 Regular Sessions

I N A S S E M B L Y

May 16, 2011

Introduced by M. of A. ENGLEBRIGHT -- read once and referred to the Committee on Education

AN ACT to amend the education law, in relation to advertising on the exterior sides of school buses

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

Section 1. The education law is amended by adding a new section 3638 to read as follows:

S 3638. ADVERTISING ON SCHOOL BUSES. 1. THE BOARD OF EDUCATION OF ANY SCHOOL DISTRICT IN THE STATE MAY ENTER INTO A CONTRACT FOR THE SALE OF ADVERTISING SPACE ON THE EXTERIOR SIDES OF SCHOOL BUSES OWNED OR LEASED BY THE SCHOOL DISTRICT, SUBJECT TO THE LIMITATIONS SET FORTH IN THIS SECTION.

2. ADVERTISEMENTS FOR TOBACCO OR ALCOHOL PRODUCTS OR FOR POLITICAL ADVOCACY SHALL BE PROHIBITED, IN ADDITION TO ANY OTHER ADVERTISEMENTS FOR PRODUCTS OR SERVICES OR BY SPONSORS THAT THE COMMISSIONER DEEMS INAPPROPRIATE.

3. ALL ADVERTISEMENTS SHALL REQUIRE PRIOR APPROVAL BY THE LOCAL BOARD OF EDUCATION.

4. REVENUE DERIVED FROM ADVERTISEMENT CONTRACTS SHALL BE RETAINED BY THE SCHOOL DISTRICT MAKING SUCH CONTRACT.

5. THE PROVISIONS OF THIS SECTION SHALL NOT APPLY TO CITIES WITH A POPULATION OF ONE MILLION OR MORE.

S 2. This act shall take effect on the sixtieth day after it shall have become a law. Effective immediately, the addition, amendment and/or repeal of any rule or regulation necessary for the implementation of this act on its effective date are authorized and directed to be made and completed on or before such effective date.

EXPLANATION--Matter in ITALICS (underscored) is new; matter in brackets [ ] is old law to be omitted.

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