

1 STATE OF OKLAHOMA

2 2nd Session of the 56th Legislature (2018)

3 HOUSE BILL 3357

By: Roberts (Sean)

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6 AS INTRODUCED

7 An Act relating to schools; allowing school district
8 boards of education to sell advertising on the
9 exterior of transportation equipment; requiring
10 certain actions; specifying use of generated revenue;
11 placing restrictions on content of advertising;
12 providing for rules; specifying required contract
13 provisions; providing for codification; and providing
14 an effective date.

15 BE IT ENACTED BY THE PEOPLE OF THE STATE OF OKLAHOMA:

16 SECTION 1. NEW LAW A new section of law to be codified
17 in the Oklahoma Statutes as Section 9-104.1 of Title 70, unless
18 there is created a duplication in numbering, reads as follows:

19 A. A school district board of education may award contracts for
20 the sale of advertising on the exterior of transportation equipment,
21 including school buses, and auxiliary transportation equipment as
22 defined in Section 9-104 of Title 70 of the Oklahoma Statutes.

23 B. Each school district board of education which elects to
24 allow the placement of advertising on transportation equipment or
25 auxiliary transportation equipment as provided for in this section
26 shall:

- 1 1. Approve the content of all district-wide advertising
2 programs consistent with any restrictions established by the board;
- 3 2. Provide direction and oversight of the advertising process;
4 and
- 5 3. Annually review the effectiveness of the advertising
6 programs and make necessary recommendations.

7 C. Any revenue raised from advertising placed on transportation
8 equipment or auxiliary transportation equipment shall be deposited
9 in the general fund of the school district and used for school
10 district purposes as determined by the board of education.

11 D. In addition to any further restrictions which may be
12 established by each board of education, the content of
13 advertisements placed on transportation equipment or auxiliary
14 transportation equipment shall not:

- 15 1. Promote hostility, disorder or violence;
- 16 2. Attack or discriminate against any ethnic, racial or
17 religious groups;
- 18 3. Discriminate, demean, harass or ridicule any person or group
19 of persons on the basis of sex;
- 20 4. Be libelous;
- 21 5. Inhibit the functioning of the school or school district;
- 22 6. Promote, favor or oppose the candidacy of any candidate for
23 election or the adoption of any bond or budget issue or any public
24 question submitted at any election;

1 7. Be obscene or pornographic as defined by the local community
2 standards or be of a sexual nature;

3 8. Promote gambling, the Oklahoma Education Lottery, the use of
4 drugs, alcohol, tobacco or firearms or the use of products or
5 services that create community concerns;

6 9. Promote any religious or political organization;

7 10. Interfere with existing school district advertisements or
8 marketing programs or any existing contracts; or

9 11. Use any district or school logo without prior approval.

10 E. The State Board of Education shall adopt rules establishing
11 requirements for the placement and size of advertisements on
12 transportation equipment or auxiliary transportation equipment.

13 F. Advertisements displayed on transportation equipment or
14 auxiliary transportation equipment shall be painted on the surface
15 of the equipment or be in the form of a sign or decal attached to
16 the surface of the equipment and shall comply with the rules
17 established by the State Board of Education pursuant to this
18 section.

19 G. Any contract entered into by a school district board of
20 education for the placement of advertising on transportation
21 equipment or auxiliary transportation equipment as provided for in
22 this section shall require the advertiser to pay for the following
23 costs:

24 1. Placement of the advertisement on the equipment; and

1 2. Removal of the advertisement from the equipment after the
2 term of the contract has expired.

3 SECTION 2. This act shall become effective November 1, 2018.
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