

1 ENGROSSED HOUSE AMENDMENT

TO

2 ENGROSSED SENATE BILL NO. 421

By: Stanislawski of the
Senate

3

and

4

Sullivan of the House

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7 (schools - Oklahoma School Testing Program Act -

8 effective date -

9

emergency)

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12 AUTHORS: Add the following House Coauthors: Remove Sullivan as
principal House author and substitute Scott as principal
13 House author and add Dorman as coauthor

14 AMENDMENT NO. 1. Strike the stricken title, enacting clause and
entire bill and insert

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16 "(schools - advertising on transportation equipment

17 and auxiliary transportation equipment -

18 codification - effective date -

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emergency)

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22 ~~BE IT ENACTED BY THE PEOPLE OF THE STATE OF OKLAHOMA:~~

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

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

8 B. Each school district board of education which elects to
9 allow the placement of advertising on transportation equipment or
10 auxiliary transportation equipment as provided for in this section
11 shall establish an advertising review board. The advertising review
12 board shall be composed of members as established by the board and
13 shall:

14 1. Approve the content of all district-wide advertising
15 programs consistent with any restrictions established by the board;

16 2. Provide direction and oversight of the advertising process;
17 and

18 3. Annually review the effectiveness of the advertising
19 programs and make necessary recommendations.

20 C. A school district board of education which elects to allow
21 the placement of advertising on transportation equipment or
22 auxiliary transportation equipment shall give preference to
23 advertisement of products that are manufactured or processed in
24 Oklahoma, advertisements from manufacturers or processors who are

1 members of the Made In Oklahoma Program, or retailers who promote
2 and sell products from Made In Oklahoma Program members.

3 D. Any revenue raised from advertising placed on transportation
4 equipment or auxiliary transportation equipment shall be deposited
5 in the general fund of the school district and used for school
6 district purposes as determined by the board of education.

7 E. In addition to any further restrictions which may be
8 established by each board of education, the content of
9 advertisements placed on transportation equipment or auxiliary
10 transportation equipment shall not:

11 1. Promote hostility, disorder or violence;

12 2. Attack or discriminate against any ethnic, racial or
13 religious groups;

14 3. Discriminate, demean, harass, or ridicule any person or
15 group of persons on the basis of sex;

16 4. Be libelous;

17 5. Inhibit the functioning of the school or school district;

18 6. Promote, favor, or oppose the candidacy of any candidate for
19 election or the adoption of any bond or budget issue or any public
20 question submitted at any election;

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

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1 8. Promote gambling, the use of drugs, alcohol, tobacco or
2 firearms, or the use of products or services that create community
3 concerns;

4 9. Promote any religious or political organization;

5 10. Interfere with existing school district advertisements or
6 marketing programs or any existing contracts; or

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

8 F. The State Board of Education shall adopt rules establishing
9 requirements for the placement and size of advertisements on
10 transportation equipment or auxiliary transportation equipment.

11 G. Advertisements displayed on transportation equipment or
12 auxiliary transportation equipment shall be painted on the surface
13 of the equipment or be in the form of a sign or decal attached to
14 the surface of the equipment and shall comply with the rules
15 established by the Board pursuant to this section.

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

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

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

24 SECTION 2. This act shall become effective July 1, 2010.

1 SECTION 3. It being immediately necessary for the preservation
2 of the public peace, health and safety, an emergency is hereby
3 declared to exist, by reason whereof this act shall take effect and
4 be in full force from and after its passage and approval."

5 Passed the House of Representatives the 19th day of April, 2010.

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8 Presiding Officer of the House of
9 Representatives

10 Passed the Senate the ____ day of _____, 2010.

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13 Presiding Officer of the Senate

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