
By: Delegates Proctor and Vallario

Introduced and read first time: February 2, 1996

Assigned to: Ways and Means

A BILL ENTITLED

1 AN ACT concerning

2 **School Buses - Advertisements and Public Service Messages**

3 FOR the purpose of authorizing the county boards of education to place or allow the
4 placement of commercial advertisements and public service messages on the
5 exterior of school buses; requiring the State Superintendent of Schools, in
6 consultation with the Administrator of the Motor Vehicle Administration, to adopt
7 regulations establishing certain guidelines and standards regarding the
8 advertisements and messages placed on school buses; prohibiting the placement of
9 signs on the exterior of a school bus under certain circumstances; authorizing the
10 county boards to establish and charge fees for the placement of advertising and
11 public service messages on the exterior of school buses and to use the fees paid by
12 advertisers for certain transportation related purposes; authorizing the county
13 boards to donate advertising space on school buses under certain circumstances;
14 and generally relating to the placement of advertising and public service messages
15 on the exterior of school buses.

16 BY adding to

17 Article - Education

18 Section 7-609

19 Annotated Code of Maryland

20 (1992 Replacement Volume and 1995 Supplement)

21 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF

22 MARYLAND, That the Laws of Maryland read as follows:

23 **Article - Education**

24 7-609.

25 (A) A COUNTY BOARD MAY PLACE OR ALLOW THE PLACEMENT OF
26 COMMERCIAL ADVERTISEMENTS OR PUBLIC SERVICE MESSAGES ON THE EXTERIOR
27 OF ANY SCHOOL BUS UNDER THE JURISDICTION OF THE COUNTY BOARD IN
28 ACCORDANCE WITH THE REGULATIONS ADOPTED UNDER THIS SECTION.

29 (B) (1) THE STATE SUPERINTENDENT, IN CONSULTATION WITH THE
30 ADMINISTRATOR OF THE MOTOR VEHICLE ADMINISTRATION, SHALL ADOPT
31 REGULATIONS ESTABLISHING:

1 (I) GUIDELINES AND STANDARDS REGARDING THE TYPES OF
2 ADVERTISEMENTS AND MESSAGES THAT ARE APPROPRIATE FOR DISPLAY ON A
3 SCHOOL BUS THAT IS USED PRIMARILY TO TRANSPORT CHILDREN; AND

4 (II) SPECIFICATIONS FOR THE SIZE, APPEARANCE, AND
5 PLACEMENT OF THE ADVERTISEMENTS AND MESSAGES THAT MAY BE ALLOWED ON
6 THE EXTERIOR OF A SCHOOL BUS.

7 (2) THE REGULATIONS ADOPTED UNDER THIS SECTION SHALL
8 PROHIBIT THE PLACEMENT OF ANY SIGN ON THE EXTERIOR OF A SCHOOL BUS THAT
9 WOULD REDUCE OR OBSCURE THE VISIBILITY OF ANY LETTERING REQUIRED ON
10 THE EXTERIOR OF A SCHOOL BUS UNDER REGULATIONS ADOPTED BY THE MOTOR
11 VEHICLE ADMINISTRATION.

12 (C) (1) A COUNTY BOARD MAY ESTABLISH AND CHARGE A FEE TO BE PAID
13 BY A PERSON SEEKING TO PLACE AN ADVERTISEMENT OR PUBLIC SERVICE
14 MESSAGE ON THE EXTERIOR OF A SCHOOL BUS.

15 (2) THE FEES PAID TO THE COUNTY BOARD BY ADVERTISERS UNDER
16 THIS SECTION SHALL BE RETAINED AND USED BY THE COUNTY BOARD TO DEFRAY
17 THE COSTS OF PROVIDING TRANSPORTATION UNDER THIS SUBTITLE.

18 (3) NOTHING IN THIS SUBSECTION PROHIBITS A COUNTY BOARD FROM
19 OFFERING TO NONPROFIT ORGANIZATIONS OR GOVERNMENTAL ENTITIES,
20 WITHOUT CHARGE, SPACE ON THE EXTERIOR OF SCHOOL BUSES FOR THE
21 PLACEMENT OF PUBLIC SERVICE MESSAGES.

22 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect
23 October 1, 1996.