

**FUNDING EDUCATION THROUGH
COMMERCIAL ADVERTISEMENT**

1998 GENERAL SESSION

STATE OF UTAH

Sponsor: Mike Dmitrich

AN ACT RELATING TO PUBLIC EDUCATION; PROVIDING THAT THE STATE BOARD OF EDUCATION, IN CONSULTATION WITH THE STATE'S 40 SCHOOL DISTRICTS, STUDY AND DEVELOP FOR IMPLEMENTATION A PROGRAM TO PERMIT ADVERTISING IN THE PUBLIC SCHOOLS AS A REVENUE SOURCE TO HELP FUND PUBLIC EDUCATION; AND PROVIDING FOR A REPORT.

This act enacts uncodified material.

Be it enacted by the Legislature of the state of Utah:

Section 1. State board study on advertising in the public schools.

(1) The State Board of Education, in consultation with the state's 40 school districts, shall study and, if feasible, develop for implementation in the state's public education system a program that would permit commercial advertising by public and private entities in public schools in order to provide revenues to help fund public education.

(2) The board shall consider at least the following issues in its study:

(a) standardized rate charges for advertising, to include such considerations as the type or nature of the advertising, when and where it would be permitted in the schools, the length of time it would be allowed to run or be displayed, and who would actually set the rates;

(b) the content of the advertisement as related to its appropriateness in the public schools and the person or entity who would make that determination, such as the school, a local school board, the State Board of Education, or some other statewide entity;

(c) the use of the revenues generated by advertising, such as enhancing teachers' salaries, reducing class sizes, or creating or enhancing other education programs that focus on improving education; and

(d) the distribution of the revenues in relation to where they are generated and where they are spent.

(3) The board shall complete its study by December 31, 1998, and make a report to the Legislature prior to its 1999 General Session, together with any proposed recommendations for legislation that may be required to implement such a program.