

By Senator Baxley

12-01102-17

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1                   A bill to be entitled  
 2           An act relating to public information of school  
 3           districts; amending s. 1001.42, F.S.; revising the  
 4           duties of a district school board to include the  
 5           administration of public information programs;  
 6           amending s. 1006.25, F.S.; providing for district  
 7           school board policies that authorize advertisements on  
 8           school buses; providing minimum requirements for the  
 9           advertisements; requiring a school bus to be withdrawn  
 10          from use under certain circumstances; amending s.  
 11          1010.08, F.S.; authorizing a district school board to  
 12          use public funds for specified purposes; providing an  
 13          effective date.

14  
 15 Be It Enacted by the Legislature of the State of Florida:

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 17           Section 1. Paragraph (a) of subsection (17) of section  
 18           1001.42, Florida Statutes, is amended to read:

19           1001.42 Powers and duties of district school board.—The  
 20           district school board, acting as a board, shall exercise all  
 21           powers and perform all duties listed below:

22           (17) PUBLIC INFORMATION AND PARENTAL INVOLVEMENT PROGRAM.—

23           (a) Adopt procedures and administer public information  
 24           programs whereby the general public can be adequately informed  
 25           of the educational programs, needs, and objectives of public  
 26           education within the district, including educational  
 27           opportunities available through the Florida Virtual School.

28           Section 2. Subsection (5) is added to section 1006.25,  
 29           Florida Statutes, to read:

30           1006.25 School buses.—School buses shall be defined and  
 31           meet specifications as follows:

32           (5) ADVERTISEMENTS.—

**CODING:** Words ~~stricken~~ are deletions; words underlined are additions.

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33 (a) Advertisements promoting the school district or school-  
34 specific successes may be placed on the exterior of a school bus  
35 according to district school board policies that must require  
36 all of the following:

37 1. At a minimum, images containing material that is  
38 political in nature or relates to a political activity,  
39 campaign, or candidate; that is false, misleading, or deceptive;  
40 or that distracts from the effectiveness of required safety  
41 warning equipment are prohibited from advertisements.

42 2. The design, placement, and size of signage on the  
43 exterior of a school bus must be prescribed by the district  
44 school board, and individuals who approve the advertising must  
45 be designated by the district school board.

46 3. If the advertising is not painted on the bus, it must be  
47 attached in prescribed manners, and a school bus with attached  
48 advertising must meet the school bus equipment standards in  
49 subparagraph 4.

50 4. Signage may not:

51 a. Extend from the body of the bus so as to allow a  
52 handhold or pose a danger to pedestrians;

53 b. Cover any structural or sheet metal damage or  
54 alteration;

55 c. Interfere with the operation of any door, window,  
56 required lettering, lamp, reflector, or other device;

57 d. Be placed on a side emergency door or on the back of the  
58 bus;

59 e. Interfere with school bus identification; or

60 f. Be digital or electronic.

61 5. A school bus may not have more than two advertisements.

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62       6. Each advertisement must be no larger than 2 feet high  
63 and 6 feet long.

64       (b) A school bus that is in violation of this subsection  
65 must be withdrawn from use as a school bus until it meets the  
66 requirements of this subsection.

67       Section 3. Section 1010.08, Florida Statutes, is amended to  
68 read:

69       1010.08 Promotion and public relations; funding.-

70       (1) Each district school board and Florida College System  
71 institution board of trustees may budget and use a portion of  
72 the funds accruing to it from auxiliary enterprises and  
73 undesignated gifts for promotion and public relations as  
74 prescribed by rules of the State Board of Education. Such funds  
75 may be used to provide hospitality to business guests in the  
76 district or elsewhere. However, such hospitality expenses may  
77 not exceed the amount authorized for such contingency funds as  
78 prescribed by rules of the State Board of Education.

79       (2) A district school board may expend public funds as  
80 prescribed by rules of the State Board of Education to carry out  
81 the powers and duties pursuant to s. 1001.42(17)(a).

82       Section 4. This act shall take effect July 1, 2017.