



## 1997 ASSEMBLY BILL 685

December 23, 1997 - Introduced by Representatives SCHNEIDER and J. LEHMAN.  
Referred to Committee on Education.

1     **AN ACT to amend** 118.12 (1) (a) and (b); and **to create** 118.12 (1) (c) of the  
2             **statutes; relating to:** prohibiting school boards from selling advertising space.

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### *Analysis by the Legislative Reference Bureau*

Current law provides that a person may sell or promote the sale of goods and services on school district property unless the school board adopts written resolutions that prohibit, restrict or otherwise regulate the sale or promotion of goods and services.

This bill prohibits a school board from selling advertising space on any school radio or television broadcast or in any school facility, school bus, school electronic mail system or school publication, except for newspapers, yearbooks or programs for school athletic events.

For further information see the *local* fiscal estimate, which will be printed as an appendix to this bill.

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*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

3             **SECTION 1.** 118.12 (1) (a) and (b) of the statutes are amended to read:  
4             118.12 (1) (a) Except as provided under par. (b) and (c), any person may  
5             sell or promote the sale of goods or services on school district or cooperative  
6             educational service agency property.

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1           (b) ~~A~~ Subject to par. (c), a school board may adopt written resolutions  
2 governing the sale and promotion of goods and services on school district property.  
3 The board of control of a cooperative educational service agency may adopt written  
4 resolutions governing the sale and promotion of goods and services on agency  
5 property. The resolutions may prohibit, restrict or provide guidelines for such sales  
6 and promotions.

7           **SECTION 2.** 118.12 (1) (c) of the statutes is created to read:

8           118.12 (1) (c) No school board may sell advertising space on any school radio  
9 or television broadcast or in any school facility, school bus, school electronic mail  
10 system or school publication, except for newspapers, yearbooks or programs for  
11 school athletic events.

12           **SECTION 3. Initial applicability.**

13           (1) This act first applies to contracts for the sale of advertising entered into,  
14 modified, extended or renewed on the effective date of this subsection.

15                           **(END)**