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STATE OF RHODE ISLAND

IN GENERAL ASSEMBLY

JANUARY SESSION, A.D. 2015

A N A C T

RELATING TO EDUCATION - SCHOOL COMMITTEES AND SUPERINTENDENTS -
MIDDLETOWN PUBLIC SCHOOLS SPONSORSHIP PROGRAM

Introduced By: Representatives Ruggiero, Abney, and Reilly

Date Introduced: February 26, 2015

Referred To: House Health, Education & Welfare

It is enacted by the General Assembly as follows:

1 SECTION 1. Chapter 16-2 of the General Laws entitled "School Committees and
2 Superintendents" is hereby amended by adding thereto the following section:

3 **16-2-35. The Middletown public schools sponsorship program. -- (a) The school**
4 committee of the town of Middletown shall be authorized to adopt by resolution the Middletown
5 public schools sponsorship program (the "program"). The purpose of said program shall be to
6 provide funding to aid the Middletown school district in maintaining its current extra-curricular
7 program offerings by creating paid advertising and sponsorship opportunities through the
8 Middletown public schools.

9 (b) Such program shall meet the following guidelines and criteria:

10 (1) Proposals for sponsorships shall be reviewed by the superintendent of schools and if
11 approved by the superintendent, such approval shall be submitted to the Middletown school
12 committee for final approval;

13 (2) Paid advertising and business sponsorships shall be permitted on school district
14 grounds only with the prior approval of both the superintendent and the school committee of the
15 town of Middletown.

16 (3) The Middletown school committee shall promulgate a policy on advertising and
17 business sponsorship. Any advertising on school property, in district publications, and
18 distribution or display that is paid for by a private, business, or commercial sponsor shall be

1 consistent with the provisions of such policy. In promulgating such policy, the school district
2 shall be especially cognizant of the requirements of chapter 21 of this title in regard to health and
3 safety of pupils.

4 (i) Advertising and business sponsorships shall be limited to products, services, and
5 issues that support and promote a positive educational atmosphere.

6 (ii) Approved advertising, signage and other promotions shall be in good taste, use good
7 production quality, and shall not detract from the educational environment.

8 (c) Prohibited advertising and business sponsorships shall include, but not be limited to,
9 the following:

10 (1) Anything that is illegal, obscene, profane, vulgar, prurient, defamatory, violent,
11 abusive, impolite, or which contains sexual content, sexual imagery, or sexual overtones or that is
12 otherwise not suitable for minors;

13 (2) Anything that is discriminatory or promotes goods or services not suitable for use or
14 consumption by minors;

15 (3) Materials in support of or promoting a specific religion or religious viewpoint; and

16 (4) Materials in support of or promoting a specific political candidate or viewpoint.

17 (d) The provisions of the section shall not apply to information, promotions, or
18 announcements issued by the town of Middletown and/or the state of Rhode Island.

19 SECTION 2. This act shall take effect upon passage.

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EXPLANATION
BY THE LEGISLATIVE COUNCIL
OF

A N A C T

RELATING TO EDUCATION - SCHOOL COMMITTEES AND SUPERINTENDENTS -
MIDDLETOWN PUBLIC SCHOOLS SPONSORSHIP PROGRAM

1 This act would authorize the school committee in the town of Middletown to establish a
2 public school sponsorship program. Under this program, the Middletown school committee
3 would be able to review and approve paid advertising and business sponsorship opportunities that
4 use or may be located on school district property.

5 This act would take effect upon passage.

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