

**GENERAL ASSEMBLY OF NORTH CAROLINA  
SESSION 2011**

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**SENATE BILL 667**

Short Title: Permit Advertising on School Buses. (Public)

Sponsors: Senators Forrester; and Hise.

Referred to: Rules and Operations of the Senate.

April 20, 2011

1 A BILL TO BE ENTITLED  
2 AN ACT TO PERMIT ADVERTISING ON SCHOOL BUSES.  
3 The General Assembly of North Carolina enacts:

4 **SECTION 1.** G.S. 115C-47 is amended by adding a new subdivision to read:  
5 "**§ 115C-47. Powers and duties generally.**

6 In addition to the powers and duties designated in G.S. 115C-36, local boards of education  
7 shall have the power or duty:

8 ...

9 (60) To sell advertising on school buses. – A local board of education may enter  
10 into a contract for the sale of advertising space on the exterior sides of  
11 school buses subject to the following limitations:

12 a. Advertisements for tobacco products, alcohol products, or political  
13 advocacy and advertisements with religious content shall be  
14 prohibited.

15 b. The advertisements shall not interfere with the effectiveness of any  
16 required reflective materials or warning equipment or otherwise  
17 impair the safety of students.

18 c. Advertisements shall be subject to prior approval by the local board  
19 of education.

20 The superintendent of the local school administrative unit shall use the  
21 proceeds of the sale of advertising on school buses to pay bonuses to  
22 exemplary teachers as an incentive to keep them in the classroom."

23 **SECTION 2.** This act is effective when it becomes law and applies beginning with  
24 the 2011-2012 school year.

