

# **SENATE. . . . . No. 1682**

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## **The Commonwealth of Massachusetts**

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SENATE, May 4, 1994.

The committee on Education, Arts & Humanities, to whom was referred the petition (accompanied by bill, Senate, No. 251) of Lois G. Pines, Patricia D. Jehlen, Janet W. O'Brien, Ellen Story, John A. Businger, Daniel J. Valianti and David P. Magnani for legislation to create a commission to regulate commercial ventures in the public schools, reports the accompanying bill (Senate, No. 1682).

For the committee,

DAVID P. MAGNANI.

## The Commonwealth of Massachusetts

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In the Year One Thousand Nine Hundred and Ninety-Four.

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AN ACT CREATING A COMMISSION TO REGULATE COMMERCIAL VENTURES IN THE PUBLIC SCHOOLS.

*Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:*

1 Chapter 15 of the General Laws, as most recently amended by  
2 chapter 71 of the acts of 1993, is further amended by inserting the  
3 following section:—

4 Section 1H. There shall be established within the board of edu-  
5 cation, but not under its jurisdiction, a special unpaid commission  
6 to be known as the commission to regulate commercial ventures  
7 in the public schools, consisting of the commissioner of education  
8 and a representative of each of the following groups: the massa-  
9 chusetts association of school committees, the massachusetts  
10 association of school superintendents, the massachusetts federa-  
11 tion of teachers, the massachusetts teachers association, the  
12 massachusetts elementary school principals association, the  
13 massachusetts middle level school administrators association, the  
14 massachusetts secondary school administrators association, action  
15 for children's television, the massachusetts parent teacher associa-  
16 tion and the massachusetts corporation for educational telecom-  
17 munication. The commission shall develop guidelines to be  
18 approved by the board of education for the use of commercial  
19 ventures in public schools. Said approved guidelines shall be used  
20 by school districts entering into an agreement or contract to intro-  
21 duce or renew a commercial venture in any public school or dist-  
22 rict. The term "commercial venture" shall include but not be lim-  
23 ited to entering into agreements to broadcast in school buildings  
24 films, video or television which include advertising. There shall  
25 be paid by the commonwealth to each appointive member of said  
26 commission the necessary expenses actually incurred in the dis-  
27 charge of his/her official duties.