

Merrett R. Stierheim, Superintendent

**SUBJECT:           REPORT AND RECOMMENDATION CONCERNING ECONOMIC, LEGAL  
AND SOCIAL-EDUCATIONAL IMPACT OF PLACING PUBLIC SERVICE  
ANNOUNCEMENTS/ADVERTISING IN THE INTERIOR OF SCHOOL  
BUSES UTILIZING A CONTRACT AWARDED TO THE PUTNAM COUNTY  
SCHOOL BOARD**

At the August 20, 2003 School Board meeting, the School Board directed the Superintendent to provide a recommendation concerning the feasibility of entering into a contract for public service announcements/advertising in the interior of M-DCPS School buses utilizing a contract awarded to the Putnam County School Board and to determine the economic advantage of such a program. On September 8, 2003, the first of several meetings took place to evaluate three main areas of concern:

- Whether the Putnam County contract may be used (Provided under separate cover)
- The social and educational implications of advertising inside M-DCPS School Buses (Provided under separate cover)
- The First Amendment legal implications to advertising inside M-DCPS School buses (Provided under separate cover by the School Board Attorney)

As a result of this review, it has been determined that the district is permitted to enter into an agreement pursuant to the Putnam County School Board contract, a copy of which is provided under separate cover. However, implementation of any advertising program on school buses raises logistical, operational, social-educational and financial issues, detailed in the above-referenced related documents provided under separate cover, that could be of concern to the Board. More pointedly, the Putnam County contract, which has yet to generate any revenue for Putnam County, lacks safeguards that M-DCPS would require in any contract, and cannot be amended for M-DCPS purposes.

**RECOMMENDED:** Given the negative logistical, operational, social-educational and financial findings, noted above, it is recommended that:

1. The School Board receive this report;
2. The School Board not enter into any contract for advertising on the interior of school buses; and
3. If the Board deems it necessary, the Board revisit this issue at the November 19, 2003 Board Meeting.