

AN ACT

1 Amending the act of March 10, 1949 (P.L.30, No.14), entitled "An
2 act relating to the public school system, including certain
3 provisions applicable as well to private and parochial
4 schools; amending, revising, consolidating and changing the
5 laws relating thereto," in preliminary provisions, providing
6 for advertising.

7 The General Assembly of the Commonwealth of Pennsylvania
8 hereby enacts as follows:

9 Section 1. The act of March 10, 1949 (P.L.30, No.14), known
10 as the Public School Code of 1949, is amended by adding a
11 section to read:

12 Section 126. Advertising.--(a) A paid media advertisement
13 by a public school entity that refers to the cost of tuition or
14 transportation shall not advertise those expenses as free and
15 any reference to tuition or transportation costs must stipulate
16 that the cost is covered by taxpayer dollars. A paid media
17 advertisement shall include a television, radio or movie theater
18 advertisement, billboard, bus poster, newspaper, magazine, a
19 publicly accessible Internet website or any other commercial

1 method that may promote enrollment in a public school entity.

2 (b) For the purposes of this section, "public school entity"
3 shall mean a public school district, charter school, cyber
4 charter school, regional charter school, intermediate unit or
5 area vocational-technical school.

6 Section 2. This act shall take effect in 60 days.