



Pennsylvania Association of School Business Officials

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July 24, 2009

The Honorable Thomas R. Caltagirone
PA House of Representatives
Room 106 Irvis Office Bldg.
Harrisburg, PA 17120-2127

Dear Chairman Caltagirone:

Subject: House Bill 1876, P.N. 2485 (Hornaman)

On behalf of the Pennsylvania Association of School Business Officials (PASBO), I am writing to express my support for HB 1876, which is scheduled to be considered by the House Judiciary Committee on Tuesday, July 28.

An essential part of lowering legal advertising costs to school districts is the flexibility to publish legal notices in community papers of mass dissemination in lieu of newspapers of general circulation. At a public hearing before the Committee in May 2009, PASBO President Laura Cowburn presented testimony on similar legislation in which she highlighted some of the costly advertising requirements under the Public School Code with which school districts must comply. In Columbia Borough School District, for example, two advertisements of a bid for asbestos abatement totaled almost 40 percent (or \$3,059.14) of the lowest bid awarded (\$5,100).

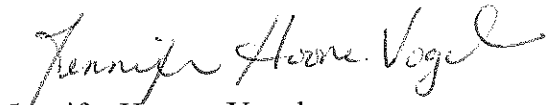
To seek relief of advertising costs, the Upper Moreland Township School District (UMTSD) was granted a mandate waiver of section 807.1(a) as it relates to advertising purchases valued at \$10,000 or more, allowing the district to advertise on the district's official Internet website or in a community paper of mass dissemination. In granting the mandate waiver, the Department of Education emphasized the district's annual advertising savings (estimated by the district to be \$13,000 to \$20,000) as having an indirect benefit on "all of the district's programs thus allowing the district to operate in a more effective, efficient or economical manner."

While PASBO is pleased the opportunity to apply for and receive such a waiver exists, it would be beneficial and convenient to school districts to have the flexibility to utilize community papers without having to seek a waiver, especially since the Mandate Waiver Program is set to expire in June 2010.

In closing, diminished readership and the consolidation of many daily newspapers have made other alternatives such as community newspapers a viable advertising medium for governmental entities. Community papers are just as effective and reduce school districts' mandated advertising costs. PASBO therefore requests the Committee's favorable support of HB1876.

Thank you for your commitment to addressing the need for relief from the continued escalating costs related to advertising legal notices. We look forward to working with you to ensure timely enactment of this legislation.

Sincerely,

A handwritten signature in cursive script that reads "Jennifer Hoover-Vogel".

Jennifer Hoover-Vogel
Legislative & Research Coordinator

Cc: Members of the House Judiciary Committee
Representative John Hornaman