

## ADVERTISEMENT TO COME FOR BETHLEHEM SCHOOLS



Advertisements may soon be coming to the Bethlehem Area School District. The human resources department for the school board recently approved the preliminary earlier on in the week, which includes an updated policy that allows this school district to sell different spots for advertisements as a way of earning more money for the school. Advertisements can be placed on school district buses, inside of the gymnasium, on lockers, and other areas. It is important for the school district to go along with the advertisements because it is a way to earn money, especially during a period of time when a lot of education spending is being cut. With so many cuts being made, the school district is frantically searching for ways to earn more as a way of not having to make layoffs and cuts to different school programs, which would negatively affect the students. The Bethlehem Area School District is not the only school district that is going along with advertisements. Many different school districts around the United States are beginning to follow suit because they realize how beneficial the advertisements can be. Right now, the school district already allows advertisement on the school district stadium, which is basically promoted by the popular fountain drink, Coca Cola. The bleachers of the stadium are also filled with different advertisements from an assortment of companies. With the new policy intact, the superintendent of the school district will have control over what types of advertisements are displayed. This is actually important because certain advertisements should definitely not be allowed in schools. Such advertisements include anything that promotes the use of tobacco and alcohol, along with anything that is not acceptable for teenagers and young children, such as R-rated movies. Other advertisements that would not be featured include anything that has to do with violence, intolerance of different religions, and anything that the superintendent believes is inappropriate for the school and its students. On the other hand, advertisers would have the opportunity to have their advertisements displayed within different areas of the schools property. The advertisers would, of course, have to maintain their own signs but would pay the school district for the spot in which they are advertising. It is a basic win-win situation because the school district will earn money while the advertisers get to reach a large audience. Selling space for advertisements has become quite popular amongst school districts, especially since it is a way of generating money, even after the budgets for the school district are made. Some may find it unusual but advertising in schools has become extremely common. It is also believed that it will do no harm to the students as long as the advertisements are completely appropriate.

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