

SCHOOL ADVERTISING TRENDS



All around the United States, it seems as though school advertising is becoming an increasingly popular trend, especially as schools continue to struggle with all of the budget cuts that are constantly being made. Schools that are dealing with financial struggles are now looking toward advertising in the schools, whether it is in the hallways, at the sports events, or even on the school buses, as a way of generating revenue that would make up for some of the losses that are made because of the budget cuts. Administrators for different schools say that school advertising has become a necessity because they need to find different ways of keeping the teachers in the classrooms instead of dealing with more teachers losing their jobs when cuts are made, which ultimately causes the students to suffer. It is hard to find funding for K-12 education and during such financial hardships, it seems as though advertising has become the answer. A spokesperson for the Twin Rivers Unified School District, Trinetta Marquis, says that the school district constantly has to make cuts but they have to start looking at other options, instead of constantly making cuts and putting people out of work. Marquis says that they are trying to be innovative about things and figure out how to create more revenue for the school and that advertising is simply one of those ways. During the spring months, the Twin Rivers school district signed off on a deal with the Education Funding Partners, as a way of advertising in hopes of generating about \$100 million for the public schools within the next three years. The public seems not to want to pay for the public education during these times and because of that, new ideas need to be incorporated so that the education can still be funded. Advertising is nothing new, as it has been used for quite a while on sports venues for schools and within the school buses. However, while it is nothing new, it is being talked about more now because there are so many schools all around the United States that are now willing to give it a try, knowing they need the revenue. Allowing advertising in schools is a good way for advertisers to spread the word to kids and build customers while the schools can earn revenue. Of course, the types of advertisements that will be displayed within the schools have to be monitored closely and cannot display anything involving drugs, alcohol or tobacco, pornography, or anything else that would be considered harmful for children to see. With the right kind of advertising, as long as it is done in the right manner, school advertising can be quite beneficial for both the schools and the marketers/advertisers.