

## MUSKEGON SCHOOLS RELY ON ADVERTISING



Before school districts had to deal with such serious budget cuts that left them scrambling to find as much money possible to put toward their education system, advertising on a school website was considered ridiculous. Many people felt as though advertising on such websites was like taboo and should not be done at all. However, now that many school districts are finding it hard to meet the school budgets and still be able to offer students, staff and faculty all of the different activities, programs and supplies, school districts are looking for innovative ways to generate revenue. Many school districts once had certain policies in place to prevent advertising from occurring. However, at this point in time, a lot of the school districts are joining forces with a company that plans to place advertisements on these websites, along with handing out magazines for the school students and their families that will also feature the advertisements. The school district in Muskegon believes that by doing this, they can earn up to around \$10,000 per month in advertising revenue alone. The Superintendent for the Muskegon Public School, Jon Felske, says that this form of advertising is a way for the school district to generate revenue and at this point, revenue is very important for the school district, especially during a time in which a lot of cuts need to be made in order to meet the budget. Felske believes that his district is going to be one of several different districts in the Muskegon County area to sign such a contract, specifically with the Alternative Revenue Development Company. In fact, several other schools have signed onto this deal in hopes of generating revenue and making up for some of the budget cuts. The Superintendent for the Fruitport Community Schools, Bob Szymoniak, believes that his school district could earn around \$40,000 from the advertising over the span of the next few years, most of which would be used to help students afford different trips that the school will have. This is particularly important, as the students need enrichment activities and advertising allows these activities to take place. The Alternative Development Revenue also delivers a magazine to the parents within school districts that are part of the advertising plan. The magazine features several different advertisements. The truth is that at this point, times are changing and schools have to think outside the box for ways to generate the revenue they need to afford all types of things, certain things that are necessities or students. The Alternative Revenue Development gathers a large list of different companies that would like to place their advertisements on websites. The school district can pick and choose from these advertisements, deciding which can be displayed and which advertisements cannot be used.