

You are a member of the school board of a school district with a chronically tight budget that severely limits the opportunity to provide enrichment programs and innovative extracurricular activities. Recently the superintendent of schools has presented a new idea to the board for generating revenue. His proposal is to supplement revenue by offering advertising space in schools to corporate advertisers - e.g. in school corridors, cafeterias, etc. Space for a six foot banner hung inside the cafeteria would cost \$700. The side of a bus would cost \$2,500.

Should you support or oppose the superintendent's proposal? If so, why? If not, why not?

Questions for the IIT Ethics Bowl (October 19, 1996)

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