

that lists your rates for full, half, and quarter page ads, and for a column inch. Normally, these rates should fall somewhere between what it costs you to get that space printed, and what your school paper costs. Usually, for a one page ad you can charge two or three times what it costs you to get that page printed, and still under-sell the school paper. Also on that sheet, give the name and address of the paper, and the advertising manager, circulation, frequency of publication, who the paper reaches, size of pages, and whatever else seems significant. If you do take in commercial advertising, be sure that you don't become so dependent on advertisers that they can in any way affect your policy.

Papers that can afford to do so often provide a free classified ad section for students.

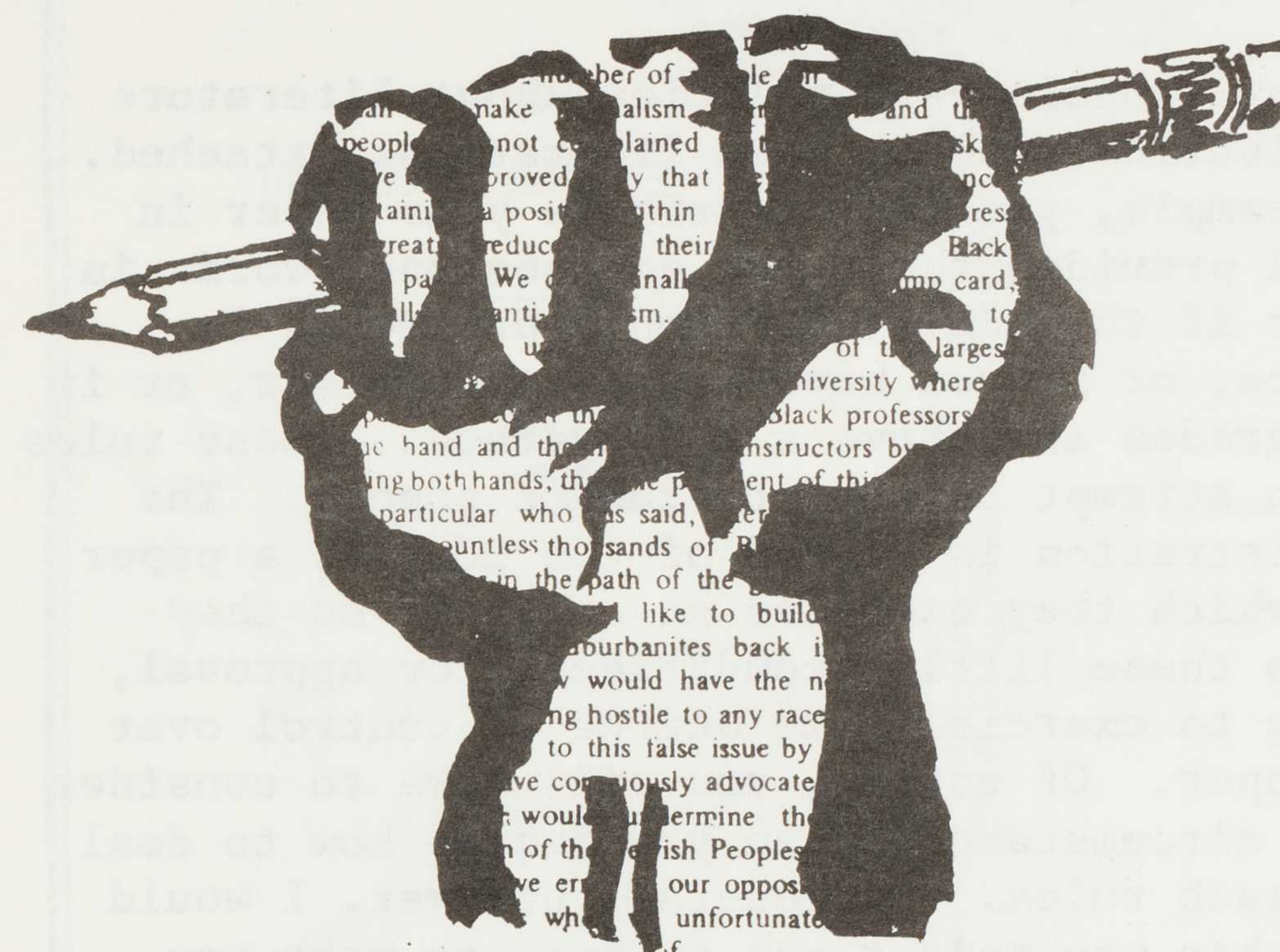
In addition to advertising, donations, and income from selling the paper, there are other sources of income. You might try car washes, selling cookies or sandwiches in school, art fairs, spaghetti dinners, selling silk-screened posters or T-shirts, or selling larger underground papers from your area.

School Policy

An increasing number of schools are dropping their regulations against distribution of independent papers. In some cases they do it to prevent trouble, or in hopes of reducing the level of interest in the paper. Other times, the courts have forced them into it, or the students have done so by a show of power.

If the administration refuses to let you distribute your paper in school, you have several alternatives. The easiest thing to do is simply distribute the paper off school grounds, before and after school. This is also the least effective way, since many students are never reached.

Your second choice is to ignore the rule. It's easier than you might think to give out or sell papers in school without getting caught. The excitement of a paper being "underground" will often boost its circulation.



The third possibility is to try to get the rule changed. This is usually a long and difficult process. If you decide to go through with it, begin by finding out exactly who has the power to allow you to distribute the paper. Usually, that's the school board. Call the school board president, tell her that you want the distribution policy changed, and find out the procedure for getting that item on the agenda. Make sure that people in the audience will be allowed to speak when the item is discussed.

If just a group of students attends that meeting, the board will not hesitate to roll right over you, however good your arguments may be. Asking parents to attend also will give more weight to your side, and a lawyer could be especially helpful. To find such a lawyer, if