

NEWS RELEASE

For Immediate Release:
Friday, September 15, 2000

For More Information Contact:
Gary Ruskin (202) 296-2787

Commercial Alert Praises Bush For Encouraging Children to Watch Less TV

Commercial Alert congratulated Republican presidential candidate George W. Bush for encouraging students to read books instead of watching television, and urged Bush to articulate what he would do as President to get children to read more and watch less TV.

According to a report by the Associated Press, today Bush “stopped at Central Elementary School, a predominantly Hispanic school where he urged third-graders in a reading class to pick up a book instead of watching TV.”

“Bush has hit upon a major education reform that would help improve the moral tone of the country,” said Gary Ruskin, Director of Commercial Alert. “But how will Bush translate that thought into action?”

“If children read more and watched less TV, they would learn more and would be less exposed to the toxic culture of violence, crassness and materialism that the media companies are producing,” Ruskin said.

“The best answer to violence and crassness in the media is to turn off the media. Bush is onto something here,” Ruskin said. “The question is, is this just typical politician talk, or does he really mean it? And if he means it, what is he going to do?”

Commercial Alert opposes the excesses of commercialism, advertising and marketing. Commercial Alert’s web address is <<http://www.essential.org/alert>>.