

# NEWS RELEASE

For Immediate Release:  
Tuesday, February 8, 2000

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## **Coalition Criticizes President Clinton Over Support of Company That Invades Children's Privacy**

A coalition that opposes the presence of the ZapMe! Corp. in schools sent President Bill Clinton a letter today to protest the appointment of ZapMe! Corp. CEO Rick Inatome to the Board of Directors of the National Campaign Against Youth Violence.

The appointment of Mr. Inatome undercuts President Clinton's strong defense of privacy rights in his January 27 State of The Union Address. The President said that "First and foremost, we have to safeguard our citizens' privacy."

The letter follows.

Dear President Clinton:

The ZapMe! Corp. issued a news release on February 7, announcing that you have appointed ZapMe! CEO Rick Inatome to the Board of Directors of the National Campaign Against Youth Violence.

ZapMe! is a corporation that seeks to turn the public schools into little shopping malls and market research factories. It puts computers in the schools and then snoops on how schoolchildren use the web in order to gather market research data so that they can more effectively sell products to these children via the company's Internet "ZapMall." So doing, the company represents an egregious violation both of the privacy of unsuspecting schoolchildren, and of the purpose of schools in our society.

Schools are for learning, Mr. President, not shopping or snooping. They should not be used to corral captive audiences of impressionable schoolchildren to force them to watch advertising or to extract market research from them. Yet that is what ZapMe does, and you have given this venture the imprimatur of your office with this appointment. You are helping this company use the problem of violence in the schools in order to give legitimacy to its highly questionable business plan.

According to the ZapMe! news release, Jeff Bleich, Executive Director of the National Campaign stated that "Both the President [Clinton] and I are deeply grateful to have Rick [Inatome] as a member of the Campaign's Board. Rick Inatome brings with him not only the ability to reach out to middle schools and high schools around the country with ZapMe!'s Internet media network resources but also his intelligent leadership to this effort to prevent youth violence."

We regret that you have made this appointment, and urge you to retract it immediately.

Sincerely,

Joan Almon, U.S. Coordinator, Alliance for Childhood  
Jason Catlett, President, Junkbusters Corp.  
Jane M. Healy, Ph.D., author, *Failure to Connect*  
Michael F. Jacobson, co-author, *Marketing Madness*  
Jean Kilbourne, author, *Deadly Persuasion*  
James Love, Director, Consumer Project on Technology  
Jim Metrock, President, Obligation, Inc.  
Mark Crispin Miller, Professor of Media Ecology, New York University  
Gary Ruskin, Director, Commercial Alert  
Phyllis Schlafly, President, Eagle Forum  
Donald E. Wildmon, President, American Family Association

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For more information about the ZapMe! Corp, and efforts to remove ZapMe! from the schools, see Commercial Alert's web page on ZapMe! at <http://www.essential.org/alert/zapme/index.html>.