

MODEL SCHOOL BOARD RESOLUTION TO EXPEL CHANNEL ONE

WHEREAS, the nurturing of right values in children is a solemn responsibility, and is perhaps the most important function of any society;

WHEREAS, the Channel One Communications Corp. produces a television program, at least twelve minutes in length, shown to 5.7 million schoolchildren each school day, containing two minutes of commercials along with additional advertisements such as movie stars and music groups guest-hosting and promoting their latest movie, or rock or rap CD;

WHEREAS, Channel One is a vehicle for advertisers to circumvent parents and target their children as a captive audience with advertisements for products and services of which parents may not approve;

WHEREAS, it is not appropriate for schools to promote violent entertainment because of potential for inciting violence at or away from school and Channel One has advertised violent movies to schoolchildren, such as "Rollerball," "The Mummy," "Supernova" and James Bond's "The World is Not Enough;"

WHEREAS, American children are suffering from an epidemic of childhood obesity and soaring levels of type 2 diabetes;

WHEREAS, Channel One has advertised to schoolchildren a parade of high-sugar junk food and soft drinks, including Hostess Twinkies, Pepsi, Mountain Dew, M&M's, and Snickers bars;

WHEREAS, it is unacceptable for schools to advertise entertainment that promotes drugs or drug usage;

WHEREAS, Channel One has promoted to schoolchildren a movie called "Dude, Where's My Car?" that glorifies the drug use of two marijuana-smoking teenagers;

WHEREAS, the public schools do not exist to deliver a captive audience of impressionable children to those who wish to use children for commercial ends;

WHEREAS, the purpose of commercial advertising is to generate wants and stir the desires of consumers, and it is wrong to use taxpayer-funded public school classrooms to compel children to watch the sophisticated psychological manipulations of modern advertising;

WHEREAS, Channel One's television commercials subvert critical thinking and instead seek to create emotional responses in children to purchase products;

WHEREAS, the public schools should promote reading, not passive viewing of television;

WHEREAS, schools that allow products to be advertised in the classroom are implicitly endorsing the

products; when these products and values are harmful, this erodes the moral authority of schools, teachers and the entire public school system;

WHEREAS, Channel One wastes taxpayer money because it consumes one hour each week of precious taxpayer-funded school time and one week's worth of instructional time each school year, which undermines public support for public education;

WHEREAS, Channel One has violated some of its contracts with school boards by exceeding the twelve-minute contractual limit for duration of the show, and may have exceeded the two-minute limit for commercial time, by incorporating additional advertisements and sponsorships in the editorial portion of the show, such as the Cingular Question of the Day and the Gatorade Play of the Week; and that these contractual violations waste additional taxpayer money and class time;

WHEREAS, there are many other sources of civics and current events curriculum easily available to schools that are free from the negative aspects of Channel One;

THEREFORE, BE IT RESOLVED that the _____ school district shall discontinue the showing of Channel One to shield students from its commercial influences and to provide students with additional school time for learning.