



Citizens' Campaign for Commercial-Free Schools

Mission: *to protect children and youth from commercial influences at school*

Vol. 4 No. 1

February 2001

president's message

The cheese stands (increasingly) alone

January 16, 2001 marked the 5th anniversary of the founding of CCCS by a handful of parents, citizens, and one very determined Seattle school librarian. This grassroots citizen movement has blossomed and we now have over 600 supporters in 43 communities around our state.

Local organizations representing parents, teachers, students, and labor have taken a public stand against commercialism in schools. Prominent Seattle community and religious leaders, elected officials, and educators have endorsed our letter calling for an anti-commercialism policy in Seattle Schools. Hundreds of parents and community members have indicated their concern about commercialism in schools.

The Seattle School Board is still apparently the last to discover that commercializing schools is bad for kids. Give them a call at 206.252.0040.

— David Wall

Community groups endorse CCCS letter

Student group

The Seattle Young People's Project (SYPP) board of directors recently unanimously endorsed the CCCS letter to the Seattle School Board. SYPP Board member Alexandra Bradbury, a senior at Garfield High School, has been a vocal opponent of ads in schools, testifying several times at School Board meetings.

SYPP is a youth led, youth driven organization that empowers youth to express themselves and take action on the issues that affect their lives.

SYPP has 400 members including students from most of the Seattle High Schools, Mercer Island High, Bellevue High, the Northwest School and the Bush School. For more information, look at the SYPP website at www.sypp.org.

College teachers

On January 23 the Seattle Community Colleges Federation of Teachers (SCCFT) passed resolutions calling for formulation of a commercialism policy for Seattle Community College campuses, and endorsing the CCCS letter to the Seattle School Board. SCCFT represents 1200 community college faculty.

Thanks to CCCS member Karen Strickland, President

of the Seattle Central Community College Faculty Senate (SCCFT) for her work on this. For more information, check out the SCCFT site at www.sccd.ctc.edu/~sccft.

Local politicians want anti-ads policy too

Local politicians supporting the CCCS demand for an anti-commercialism policy in schools include:

- * City Councilmember Peter Steinbrueck
- * Former Green Party Congressional Candidate Joe Szwaja
- * Former King County Councilmember Brian Derdowski
- * Former Seattle School Board member Amy Hagopian
- * Former State Legislator, 37th District, Dawn Mason

To see the text of the letter and full endorsement list, see our web site at www.scn.org/cccs.

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Updates

N2H2 update

N2H2's contract will not be renewed by the Seattle School District, according to School Board Policy chair Nancy Waldman.

N2H2 has come under fire for its practice of permitting marketers to gather data on kids at school and for putting banner ads on every page.

Regional news

Washington State legislators introduce bill

At the urging of CCCS leadership, Senator Ken Jacobsen and Representative Jim McIntyre from the 46th District have agreed to introduce anti-commercialism bills in the state legislature this session. CCCS members Dwight Van Winkle and Deborah Niedermeyer (both attorneys) are helping draft the bill. The state of Maryland recently passed a similar bill, that prohibits commercial activities in schools. To view the text of the Maryland bill, see our web site at www.scn.org/cccs.

You can help by phoning your senator and representative and asking them to support the bills.

Local news

Alliance for Education

Recently Kurt Sahl and Brita Butler-Wall met with Suzanne Erickson, Corporate Sponsorship Director, of the Alliance for Education. The Alliance is a non-profit fundraising

organization for the Seattle Public Schools.

According to former science teacher Kurt Sahl, a doctoral student in Education at U.W., current Alliance business sponsors fall into three groups. These are: a) companies that do not make products for children; b) companies that make products for children but do not market to children at schools, and; c) companies that market to children at schools.

The Alliance has no policy regarding the type of corporate sponsors it accepts for schools, nor does it have an ethics committee. For information about the Alliance, see www.alliance4ed.org.

C.U.R.E. action at School Board meeting

At a recent Seattle School Board meeting, six members of CCCS attended in support of the Coalition to Undo Racism Everywhere (C.U.R.E.). The Coalition of Anti-Racist Whites organized 100 white people in support of C.U.R.E.'s demands to the School Board.

A study by Alex Molnar found that a disproportionate number of children in low-income areas across the country is being exposed to Channel One advertising. According to Vassar sociologist William Hoynes, Channel One programming has been found to stereotype African-Americans.

Winter gathering at IMC

Thanks to Ted Lockery, Matt King, and Diane Morrison for helping to put on a lively discussion at the Independent Media Center (IMC) on February 15. Watch for news of our Spring Gathering and plan to join us!

CCCS has supporters all over the state

- Anacortes
- Arlington
- Auburn
- Bainbridge Island
- Bellingham
- Bremerton
- Camano Island
- Clinton
- Covington
- Darrington
- Edmonds
- Everett
- Federal Way
- Friday Harbor
- Hoquiam
- Issaquah
- Kenmore
- Kirkland
- Lake Forest Park
- Langley
- Leavenworth
- Lopez Island
- Lynnwood
- Mercer Island
- Olympia
- Port Townsend
- Poulsbo
- Redmond
- Renton
- Seattle
- Sequim
- Shoreline
- Silverdale
- Spokane
- Sunnyside
- Tacoma
- Tenino
- Tracyton
- Vancouver
- Vashon
- Woodinville
- Yakima

What's happening

Youth Involvement Day

On April 3, CCCS members will be part of an interactive session on "Youth as Consumers" at the annual Seattle Youth Involvement Day sponsored by the Seattle Youth Involvement Network (SYIN). Over 300 youth from all over Puget Sound will attend this event. For more information, contact them at. 206.325.7922.

CCCS nuts & bolts

The Citizens' Campaign for Commercial-Free Schools is a non-profit organization registered in the state of Washington. It is a grassroots organization formed in 1996. For info and links, see our website at www.scn.org/cccs.

Our coordinating group meetings are held from 7 to 9 pm on the 3rd Wednesday of each month (except February). Call 206.523.4922 for an agenda and directions for the February 28 meeting. All CCCS members are welcome to attend.

Thanks for stepping up!

The CCCS has 2 new members on its newsletter team. Thanks to Kim Gordon for coordinating the mailings and to Leslie Wall for editing and working on layout.

You can help

CCCS is a hardworking all-volunteer organization. Your support will enable us to continue mailing our free newsletter to over 500 households and help with other printing expenses. Please consider a contribution

for this important work. We do not have corporate sponsors nor tax-deductible status so we depend on our members and supporters. Mail your check to:

CCCS
3724 Burke Ave. N
Seattle WA 98103

Get involved!

CCCS is looking for a publicity chair and fundraising chair. Please call Brita Butler-Wall (206.523.4922) if you are interested:

* **Publicity:** Develop and implement publicity strategy (write press releases, develop press packets, update press list, develop media relationships, and coordinate interviews, media appearances and press conferences).

* **Fundraising:** Develop and pursue fundraising strategy (direct mail campaigns, events, major donor solicitations, dues structure, and/or grants).

Tabling opportunities

CCCS needs a few more volunteers to help with tabling and/or passing out fliers at public events this spring. This is a simple way to help fight ads in schools and get our message out. Call 206.523.4922 and let us know your availability for 1-2 hour shifts at March or April events.

School Board races

Several local organizations including CCCS are interested in supporting the candidates running for Seattle School Board. Positions available in 2001 are southeast, northwest, and central Seattle. For more information about what is involved, please call Brita Butler-Wall at 206.523.4922.

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April 20, 2001

Campaign for commerical-free schools!

Urgent action — School Board meeting

On March 7th the CCCS will be presenting its letter with endorsements to the Seattle School Board. The letter urges the Board to adopt an anti-commercialism policy immediately (see front page story).

Let's show them we are serious by having a good turnout at this meeting! We will bring the CCCS banner and signs. Please plan to attend to show your support. The meeting starts at 7 pm at the A&S Center (815 4th N).

Upcoming action

CCCS is planning a major event to educate the public about commercialism in schools. This

event will take place on April 10 in conjunction with the national meeting of the American Education Research Association (AERA) and will be held in downtown Seattle that week. Over 10,000 educators are expected to attend the conference in Seattle.

Tentative speakers include Alex Molnar, author of *Giving Kids the Business* and Director of the national Center for the Analysis of the Commercialism of Education (CASE), and Gary Ruskin, executive director of the Washington, D.C.-based public interest organization, Commercial Alert.

Organizing is underway — call Brita (206.523.4922) if you would like to get involved. Put the date on your calendar, plan

to come, and bring your friends and neighbors!

Calendar

- February 28
CCCS Coordinating mtg, 7 pm
- March 7
Seattle School Board mtg, 7 pm, A&S Center (815 4th N.)
- March 21
CCCS Coordinating mtg, 7 pm
- Date TBA
CCCS Spring Gathering
- April 3
Seattle Youth Involvement Day
- April 10
AERA convention event, TBA

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