



Citizens' Campaign for Commercial-Free Schools

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

Vol. 5 No. 1

February 2002

president's message

Welcome to 2002. We wrapped up 2001 with some great news for children in Seattle. Thanks to your efforts, we achieved one of our major goals: getting a district-wide policy against commercialism in Seattle Schools. The School Board called our grassroots effort "striking" and the Seattle Times called CCCS "a potent lobbying force".

You made a difference for 47,000 children. Just as the price of democracy is constant vigilance, this victory calls for continued effort, to ensure that the policy is translated into meaningful improvement at individual schools, to guard against backsliding in other district policies and activities, and to push for even more progress in making our public schools truly commercial free.

I urge you to continue to support CCCS in 2002. We plan to keep up the momentum and build on our recent victory in Seattle. Please let us know what you see as top priorities and how you'd like to help. Keep up the good work!

—Dave Wall

Victory! Seattle Schools Say No Ads

By Brita Butler-Wall

After five years of grassroots organizing, the Citizens' Campaign for Commercial-Free Schools won a major victory on November 21st, 2001 when the Seattle School Board adopted a comprehensive anti-commercialism policy. The new district-wide policy 'significantly restricts' commercialism in schools. The accompanying board-adopted procedures explicitly **remove Channel One** from all Seattle Schools (to be phased out over the next 3 years), **prohibit outright advertising on any district property** including playfields, **prohibit logos used 'for advertising purposes'**, and even **prohibit all but generic facades on all the Coke vending machines**.

At the decisive meeting, CCCS made a great showing with an excellent turnout (even though the meeting was held the afternoon before Thanksgiving): a terrific line-up of testimony by teachers, parents, health professionals, and Gayle Richardson, the most popular children's librarian in the city. Local TV and print media covered the meeting, and the School Board had a lengthy and sometimes heated discussion before taking the vote. The policy passed 6-1 with millionaire businessman Don Nielsen predictably voting against it.

Thanks to the hundreds of CCCS supporters who lobbied the School Board through phone calls, emails, letters, and face-to-face meetings and testimony.

Special thanks to our coalition partners who testified before the School Board in November. Speakers included:

- Angela Hill, Organic Consumers' Association
- David Westberg, King County Labor Council
- Dustin Washington, American Friends' Service Committee
- Joanna Cullen, Seattle Council of PTSA
- John Dunn, Seattle Education Association
- Kara Ceriello, Green Party of Washington State
- Lynne Dodson, Seattle Community College Federation of Teachers

Together, our organizational allies represent over 170,000 people throughout Washington State.

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State news

Dana Twight Appointed to State Board of Ed

CCCS activist Dana Twight has just been appointed to represent the 7th Congressional District on the State Board of Education, following an unsuccessful bid for Seattle School Board. The State Board, founded in 1877, has 11 members including the Superintendent of Public Instruction, and is charged with implementing K-12 education laws passed by the legislature by developing specific policies.



Dana Twight and Dr. David Marshak

A former member of her school site council and president of the Seattle Chapter of the American Association of University Women, Dana has been involved in CCCS since the very beginning. She participated in a commercialism walk-through at her daughter's school, served on Stanford's Ads committee, is part of our speakers' bureau, and has been one of our spokespeople for the press. She has testified to the School Board and has attended several meetings of the district's policy committee as the policy was shaping up.

In 1989, the State Board took a position opposing commercialism and Channel One in particular: "The State Board is philosophically opposed to the introduction of commercialism into the classroom and the implicit endorsement of commercial products by

the schools. Currently districts have curriculum committees and adoption procedures for the selection of instructional materials. The board urges that commercial television programming for classroom use undergo the same rigorous selection process." (For more information, see www.sbe.wa.gov.)

CCCS is happy that there is such a strong advocate for kids on the State Board and congratulates her on her new position.

San Juan Island

Green Party member Bryn Barnard lost a bid for the San Juan School Board by only one vote this fall. He ran on an anti-commercialism platform and succeeded in bringing this issue to the attention of the voters.

Tacoma

Teacher Jon Perotti organized a lively discussion of commercialism at a recent Green Party meeting in Tacoma, resulting in new supporters for CCCS.

Lopez Island

Gary Franko was successful in getting Pepsi out of the local schools. His district initially received \$15,000 from Pepsi and sent back \$12,000. They are renegotiating their contract.

Health News

Health Dept. Joins Commercialism Fight

In November, the Seattle King-County Department of Public Health took a position opposing commercialism in schools, according to Dr. Gary Goldbaum who testified at the School Board meeting on November 21st, 2001. Dr. Goldbaum offered the public health department's expertise

in helping districts address the problem of obesity. Thanks to public health educator Pat Manuel for her work in educating her agency about this issue.

Surgeon General's Call to Action

The Surgeon-General of the United States just released a 'Call to Action to Prevent and Decrease Overweight and Obesity' with a section relating to commercialism and schools, which all CCCS supporters should bring to the attention of their principals and local school board members. For more information, see http://www.surgeongeneral.gov/topics/obesity/calltoaction/2_2_2.htm

Victory... No Ads

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Special thanks to School Board member Michael Preston, who fought hard for stronger language in the policy until the very end, and School Board member (now president) Nancy Waldman, who developed the policy and brought it forward for a vote by the whole board. Thanks also to Barbara Schaad-Lamphere, who voted for the more restrictive language but was outvoted by Jan Kumasaka (who changed her mind during the meeting and voted to weaken the policy).

The new policy was weakened at the last minute by an amendment from Barbara Peterson to change 'prohibit commercialism' to 'significantly restrict'. However, it is a complete turnaround from the Seattle policy adopted 5 years ago, which sought paid advertising on the school walls. (That policy was rescinded 4 months later after intensive lobbying by CCCS).

To see the new SSD policy and procedures, go to our website at www.scn.org/cccs.

Other news

Who Funds Education in Our State?

CCCS recently joined the state-wide League of Education Voters, a coalition of individuals and organizations working for full and fair state funding for schools.

The League of Education Voters explains the history of school finance in Washington State:

“The Washington State Constitution says, ‘It is the paramount duty of the state to make ample provision for the education of all students....’ The State has a duty to provide for adequate funding for public education. In the mid-1970s, however, state funding for education slipped so low that local districts were responsible for almost 20% of funding for public education. The State provided only about 75% and federal funds provided the rest.

In 1975, the state was taken to court by the Seattle Public Schools and other school districts. They wanted the state to provide the ‘ample provisions’ required by the constitution. The final decision from the Court agreed with the school districts. It directed the state to fund basic education with dependable and regular taxes. Forcing school districts to rely on levies to fund basic education was deemed unconstitutional.

In 1977, ‘basic education’ was defined by the Basic Education Act. The act also created a state funding formula based on ratios of staff to students. In 1983, Judge Robert Doran extended the definition of ‘basic education’ to include special education, bilingual education, and remediation assistance.

As a result of these decisions, the state increased its funding of K-12 education to 84.3% in 1980, leaving local districts responsible for only 7.5% of the needed funds, raised mostly through levies and bonds.

where we started.” Their website is: www.educationvoters.org.

Commercialism and Racism

The following statement was sent from American Friends’ Service Committee (AFSC) to the School Board last November:

“The Youth Leadership Development Program of the AFSC does not support commercialism in schools. We are against any kind of corporate advertisement, including logos. Logos are a form of advertisement which are inappropriate in schools, where students have the right to an education that is free of corporate influence.

In addition, we demand the immediate removal of Channel One from our classrooms. Not only is it a form of advertisement, but it is used by military recruiters to draw more students into the army. Because we work to undo institutional racism, we oppose military recruitment in our schools because we recognize that militarism has clear, negative impacts on students of color. The fact that middle schools have to watch military recruitment ads is completely inappropriate.

The Youth Leadership Development Program supports the work that is being done by the Citizens’ Campaign for Commercial-Free Schools in calling for no logos and the immediate removal of Channel One from our schools.”

For more information contact: Dustin Washington at dwashington@afsc.org or 632-0500 x14.

**“Let Us Prey”
2001 Corporate Awards**

Our CCCS Awards Committee selected the following corporations to receive the first annual CCCS Awards for preying on children in schools:

Most Predatory Local Business
1ST Prize: Seattle SuperSonics
2nd Prize: Washington Mutual Savings and Loan

Most Predatory Global Business
1st Prize: Coca Cola Corporation
Honorable Mention: Nike
Honorable Mention: U.S. Military

Biggest Scam
1st Prize: Channel One/Primedia
Honorable Mentions: General Mills
Box Tops for Education, Coca-Cola, Ads in Textbook Homework Questions

Since then, the legislature has slowly but steadily been eroding its support for K-12 education in the State of Washington. The state now provides only 78.8% of the needed funds, forcing local districts to provide over 14%. We are almost back to

CCCS represents you

Sigma Delta Gamma

President Janet Perry invited CCCS to make a presentation on commercialism in schools at the Febuary 2nd, 2002 meeting of the Seattle Chapter of Sigma Delta Gamma, an honorary organization of key women educators. Brita Butler-Wall showed artifacts, talked about the issue, answered questions, and added a number of teachers to our list of supporters.

Americorps

On February 1st, Dana Twight made a presentation to 20 Americorps volunteers who help with reading in the Seattle Public schools, at the invitation of Mandy Michel. She went over the recent SSD policy and got many new supporters for CCCS' work.

Fast Food Nation

Eric Schlosser, author of *Fast Food Nation*, spoke to a packed Kane Hall audience of over 700 at the University of Washington in late January, as part of the University Bookstore speakers' series. CCCS distributed fliers to hundreds in the audience, and got Schlosser to comment on the growth of fast food franchises in school lunchrooms and branding of kids in schools.

Nathan Hale PTSA

Michael Preston, outgoing School Board member, and Brita Butler-Wall from CCCS were the featured speakers at the Nathan Hale High School PTA meeting on November 20th and generated a lively discussion of commercialism. The audience of 25 included School Board member Barbara Peterson, Principal Eric Benson,

and Dr. Gary Goldbaum from the Health Dept. To schedule a presentation by CCCS speakers at a meeting of your organization, call Brita at 206.523.4922.

What's happening

Next CCCS meeting

CCCS meets on the first Monday of every month from 7-8:30 PM to share information and ideas, write letters, help with mailings, and work on other projects. For location or more information, call Brita at 206.523.4922. Please join us with your ideas and concerns about commercialism in schools.

CCCS in the news

Following the November victory, CCCS received much attention by the press, including the New York Tims, the Seattle Times, the Seattle P-I, Eat the State, the Seattle Weekly, the Washington Free Press and The Seattle Press. Over 20 CCCS activists have appeared in the news about commercialism in schools. To see a full list of our national and local media hits, go to www.scn.org/cccs.

In January, Brita met with Diana Dunn and consultant Jane Wholey of the People's Institute for Survival and Beyond (based in New Orleans) to discuss media strategy for CCCS and our organizational ally, the Coalition to Undo Racism Everywhere (C.U.R.E.), which will be sponsoring media training workshops in the spring.

The Seattle Weekly's Geov Parrish lists CCCS as one of his favorite heroic local groups. "[CCCS is] single-handedly re-

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Who we are

The *Citizens' Campaign for Commercial-Free Schools* is a non-profit organization registered in the state of Washington. A grassroots organization, CCCS formed in 1996 and now has over 1000 supporters in 68 communities throughout Washington.

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This newsletter is published quarterly by the CCCS

3724 Burke Ave. N.
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Deadline for next newsletter: April 20, 2002

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sponsible for reversing the Seattle schools' policies regarding soliciting corporate advertising, but there's plenty of work remaining."

CCCS nuts & bolts Victory Party

Over 70 CCCS supporters enjoyed a great victory party on December 1st, at Miller Community Center in Seattle, with terrific music by vocalist and klezmer musician Sheila Fox, the Raging Grannies, Teacher Ted and Friends, and the Anti-Fascist Marching Band. Many awards were given, and guests also got to meet Emily Heath, the senior programmer from the Center for Commercial-Free Public Education, visiting from Oakland. School Board member Michael Preston also made a cameo appearance to receive a CCCS certificate of appreciation and a framed Coca-Cola ad from the 1930s. Thanks to all who helped plan and put on a great party!

Our Database

Dr. Dave Jette designed and maintains our CCCS database of our 1000+ supporters, carefully cross-checking contact information through other databases he manages. The CCCS data-base is never shared, sold, or rented to other organizations or individuals. Thanks Dave!



The Anti-Fascist Marching Band played at the CCCS victory party

CCCS on the web

CCCS has much more information than we can include in our quarterly newsletter. Our website is www.scn.org/cccs. We sincerely thank Seattle Community Network for continuing to host our site, enabling us to provide information to people all over the state!

Thanks to our phone tree

Thanks to our hardworking phoners who drop everything to get action alerts to you, our supporters! The School Board was stunned at receiving several hundred calls from our supporters in November, so we know that the phone tree makes a tremendous difference. Our phoners are:

Linda Baker, Richard Becker, Max Beery, Steve Bezruchka, Karen Farnsworth, John Garibaldi, Katherine Hanson, Lee Harper, Sylvia Haven, Natalie Konzen, Sarah Luthens, Tom Mage, Pat Manuel, Mary Anne Mercer, Minnie Orr, Melany Redmond, Marjorie Rhodes, Libby Sinclair, Karen Strickland, Dana Twilight, and Ruth Wilson.

We need more phoners. If you would like to help the campaign by doing phoning from time to time, call Phone Tree Coordinator Karen Farnsworth at 206.935.5313. Not all members have email to receive our action alerts, so the phone tree is an important part of the campaign.

Due to our rapid growth, we no longer can afford to mail this newsletter to all supporters. To continue to receive a copy in the mail, please send a donation to cover costs (\$5 or more). The newsletter is also available on our website at www.scn.org/cccs.

(I would like to support the campaign and receive a copy of the CCCS newsletter.)

\$50 ____ \$25 ____ \$15 ____ \$5 ____ Other \$ _____

Name _____

Address _____

City _____ State _____ Zip _____

Please let me know of upcoming events via the phone tree (phone # _____)

Please let me know of upcoming events via email (email address _____)

Please make checks out to **CCCS**. Mail to CCCS 3724 Burke Ave. N. Seattle WA 98103

Campaign for commercial-free schools!

Calendar

February 25-March 1	Enforcement Week
March 4	CCCS Meeting, 7-8:30 PM, location TBD
April 1	CCCS Meeting, 7-8:30 PM, location TBD
May 6	CCCS Meeting, 7-8:30 PM, location TBD

Upcoming Events

February 25th through March 1st is Enforcement Week. Be a phone sleuth! Call your school principal and School Board members and find out to what extent they have implemented the new anti-commercialism policy in the past 3 months. Let us know what you find out! Contact Brita Butler-Wall by email bbwall@drizzle.com or by phone 206.523.4922.

NO COMMENT

“Our reading ‘program’ is called Ready-Set-Goals. It’s a pretty lame marketing program.”

—Unidentified employee of Seahawks Corporation, September, 2001



Seattle’s Raging Grannies sang for the School Board members at the November 21st meeting, urging the Board to adopt a stricter policy towards advertising. They also sang at the CCCS victory party in December.

Citizens' Campaign for Commercial-Free Schools
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RETURN SERVICE REQUESTED