

Citizens' Campaign for Commercial-Free Schools

Mission: *Protecting the right of Washington children and youth to a commercial-free education*

Vol. 5, No. 3

July 2002

president's message

A final word...

...as President of the Citizens' Campaign for Commercial-Free Schools.

It is a pleasure to work in an organization comprised of so many dedicated and talented volunteers who work together toward such a worthwhile goal. It has been a happy experience as we've seen some of our goals accomplished, especially the passing of a reasonably positive commercialism policy by the Seattle School Board.

CCCS is stronger than ever, with an all-time high in supporters. We have a well-crafted annual plan built by a dedicated core group of advisors. Our annual goals are being met. Our move to expand activities statewide is going very well with enthusiastic response in several communities across the state and work under way to reduce commercial influences on children in many more schools.

It is a good time to bring new ideas and enthusiasm to the group leadership. I look forward to continuing my work against commercialism in schools. I hope you will continue too, and consider new ways you can help.

Thanks for all your support!

—Dave Wall

Dave Wall has served as CCCS President for two years; he will continue as email list manager.

Seattle wins national Ad Slam contest

Thanks to CCCS, the Seattle School District just won the first national Ad Slam contest, sponsored by Commercial Alert. Gary Ruskin, Executive Director of Commercial Alert, presented Seattle School Board President Nancy Waldman with a check for \$5000 at a press conference in Seattle.

"The award goes to the citizen heroes at the Citizens' Campaign for protecting

that the integrity of learning will remain the top priority in all our schools."

Other speakers at the press conference included Dr. Gary Goldbaum from Public Health—Seattle & King County, David Westberg from International Operating Engineers Local 609, AFL-CIO, Alexandra Bradbury from the Seattle Young People's Project and Brita Butler-Wall from CCCS.



Photo by Kurt Sahl

L. TO R.: DAVID WESTBERG, MARYANNE MERCER, GARY RUSKIN, NANCY WALDMAN, ALEXANDRA BRADBURY, GARY GOLDBAUM, BRITA BUTLER-WALL, SARAH LUTHENS, SYLVIA HAVEN

captive audiences of impressionable schoolchildren from the marketing of junk food, violent entertainment, soda pop and video games," said Ruskin. "They are making sure that Seattle schoolchildren are not for sale."

State Senator Jeanne Kohl-Welles also praised our coalition, "... congratulations to all of you who joined this fight for a policy on commercialism in Seattle's schools. Let's hope your success will inspire school districts throughout the state to implement similar policies, so

inside

policy enforcement	2
building awareness	2
news	3
special food section	4
updates	5
calendar	6

SAVE THE DATE!

**State Conference:
Commercial-Free Schools**
Sat. Sept. 22, 2002
10 AM-7 PM, Seattle

CCCS is sponsoring a one-day orientation and networking session to bring together 50 people from all over the state who want to make our schools commercial-free. Information, networking, resources, breakout sessions, and music.

- Meet other parents, teachers, students and school board members who are actively making a difference
- Find out how to develop a commercialism policy
- Gain allies
- Learn how to lobby decisionmakers. You'll get up-to-date research and get your questions answered.

Cost \$25 adults; \$5 youth — includes lunch. Catered vegetarian dinner is an additional \$15. Limited housing for out-of-towners. Registration deadline is Sept. 10. To reserve a spot, contact Brita at 206.523.4922 or bbwall@drizzle.com.

BUILDING AWARENESS

Outreach

In August, Jim Hightower's Rolling Thunder Downhome Democracy Tour is coming to Washington (see insert).

This event promises to draw 10,000 people from all over the state and is a great opportunity for CCCS to get our message out.

Eileen McComb is our liaison on the planning committee for the event, and she needs your help! Call 206.723.1424.

- **Tabling—sign up for a 2-hour shift**
- **Work Party—help make CCCS buttons the week before**
- **CCCS skit—help put together an unforgettable presentation with clowns, actors and musicians.**
- **Literature— help design and produce fliers to distribute at the event**
- **Ticket sales—help get the word out about the event of the summer!**

New Allies

Since our last newsletter in April 2002, our supporters have succeeded in getting the following state and local organizations to take a stand against commercialism in schools:

Community Coalition for Environmental Justice

"Leo O Tupulaga Samoa" (Voices of Samoa)

Friends of the Earth, Northwest Office

King County Democratic Party

No Spring Zone

Radical Women, Seattle Chapter

Seattle Freedom Socialist Party

Skagit Valley Greens

The Campaign to Label Genetically Engineered Foods

The Coalition for Environmentally Safe Schools

The Institute for Children's Environmental Health

Washington State Pediatric Nutrition Practice Group

WA State Democratic Party

Washington State PTA

Youth Undoing Institutional Racism

This brings our total of local and statewide organizational allies to 30 (see the complete list at www.scn.org/cccs).

POLICY ENFORCEMENT

Walkthrough Report

By Sylvia Haven

We saw basically NO evidence of commercial display [at Meany Middle School in Seattle]. Only in the gym were some posters which featured athletic figures, but the corporate name was so small you had to search for it.

Mike had a video camera, which he did not use except for one relatively harmless poster in the gym. I talked to three teachers, the librarian and one student. The school is so well run that even during the last week of school no pupils were roaming the halls to talk to. The librarian said she did not push the "read to succeed" Sonics program and she mentioned having read my e-mail concerning the policy. They have no selling fundraisers at the school.

Principal Christi Clark (with staff agreement) pulled all the Coke machines out of the building except for one in the staff room. The move was not popular with the students, but the staff agreed that the Coke machines actually

interfered with their primary goal of student learning. She got a call from the Coke rep strongly urging her to keep those machines.

When I asked about book covers, the ASB advisor said that he just gives the samples away and throws out any that are not grabbed up right away.

If I were to grade this school on their adherence to the new policy, they would get an A.

ACTION: EMAIL Principal Christi Clark at caclark@seattleschools.org and thank her for getting rid of the Coke machines.

ACTION: CALL/EMAIL your own principal and recommend that your school do the same.

Political Parties

The Democratic Party has now joined the Green Party and the Freedom Socialist Party in calling for an end to commercialism in schools. Thanks to Sylvia Haven for initiating this resolution.

From the King Co. Democratic Platform:

- "We support an excellent K-12 and post-secondary public education system with stable funding, well-compensated staff and state-of-the-art facilities."
- "We believe a simple majority vote should be sufficient to pass school levies."
- "We support full educational funding for schools by a state constitutional amendment."
- **"We oppose commercialism in public schools in the State of Washington."**

News

SCEC

CCCS has a new national coalition partner—Stop Commercial Exploitation of Children, based at Harvard University. Check out their website at www.commercialexploitation.com.

STATE NEWS

Bainbridge Island

Charlotte Rovelstad and a group of concerned parents have given informational packets about commercialism to all school board members and are now scheduling commercialism walkthroughs in the schools this fall, with the blessing of the new Superintendent.

Bellingham

Graduate student Jean Fallow researched commercialism in schools as part of her Master in Teaching Program. She generated many new supporters for CCCS, including her professor. Bellingham School District says it does not currently have a policy on commercialism in the schools but is planning to create one next year. Fallow's report is posted at <http://dev.wce.wvu.edu/depts/it/tk444/geny02/externalforces/jfmain.htm>.

North Shore

Former School Board member and PTA leader Sue Paro succeeded in getting rid of Channel One as soon as she was

elected four years ago, and now is forming a group of people interested in exploring a commercialism policy for the Northshore School District.

Olympia

Under leadership of parent Stephanie Johnson, parents and teachers recently conducted walkthroughs of five schools and are working with the School Board to develop a commercialism policy that protects children yet also welcomes community and local business support of schools.

Seattle

To make sure the new Seattle commercialism policy is being enforced, the CCCS enforcement group has contacted principals and school librarians and is organizing fall walkthroughs of the middle schools. Thanks to Dave Westberg, Local 609 AFL-CIO (School Employees' Union), for getting a letter to all principals co-signed by a top administrator in the District.

For details on the next meeting of the policy enforcement group, call John Garibaldi at 206.527.9925.

Skagit Valley

Howard Pellett invited CCCS to make a presentation at the local meeting of the Green Party of Skagit Valley and now is contacting Green Parties in all 39 counties encouraging them to do the same.

CCCS in the news!

American Dietetic Association

Weekly legislative/policy update, *On the Pulse*

"Seattle group says stop selling junk food in schools" (July 8, 02)

Bremerton Sun

"Commercialism in the classroom" (May 26, 02)

The EcoVision Journal

"Activism at its finest" (May/June 02)

Enough: Quarterly Report of the Center for a New American Dream

"Reading, writing and ...retail?" (Spring 02)

News Hour with Jim Lehrer, PBS

"Ads in school" (May 20, 02)

Not for sale! The newsletter of the Center for Commercial-Free Public Education

"Seattle victory sets the pace" (Spring 02)

The Olympian

"Advertising in schools sparks sharp debate" (Mar. 27, 02)

Seattle Press

"Small steps toward healthy schools" (May 9-May 22, 02)

"School district slams ads" (June 20-July 3, 02)

Seattle Times

"Stop selling junk food in schools, group says" (July 3, 02)

Skagit Valley Herald

"She's taking on commercialism in schools" (June 4, 02)

"Activist shares tips for getting involved" (same)



SKAGIT VALLEY GREENS DISCUSS COMMERCIALISM

ACTION:

Organize a CCCS meeting in your area—we can provide names from our data base, a speaker, and materials. Call Brita at 206.523.4922.

ACTION: CALL/EMAIL these news outlets and thank them for covering this issue AND call another news outlet and urge them to write about commercialism.

Special Food Focus

SNACKS & DRINKS

Fritos Chips
Tostitos Chips
Funyuns
Doritos Chips
Doritos-Nacho Chips
Ruffles Chips
Cheetos
Fritos Flavor Twists
Jalapeno Potato Chips
Frito Chili Chips
Wahoo's
White Ched. Popcorn
Quesadilla Chips
Doritos 4Cheese Chips
Fastbreak Candy
Twix Candy
Kitkat
Snickers
M&Ms
Reeses
Almond Joy
Junior Mint
Butterfingers
Mounds
Nestle Crunch
Grandma's Fudge Choc.
Chip Cookies
G'mas Vanilla Cookies
Mini-Donuts
Lemonade
Fruitopia (5 flavors)
Mtn. Rd. Orange Juice
Dasani Purified Water
Powerade (6 flavors)
Coca Cola Classic
Sprite
Cherry Coke
Mr. Pibb
Mellow Yellow
Sprite
Barque
MelloYello
Dasani Water

This is an exhaustive list of the vending machine fare in a Seattle Middle School lunchroom, Spring '02. Only Coca-Cola beverages may be sold in Seattle Schools, thanks to a 5-year exclusive contract signed in 1998.

JUNK FOOD CAMPAIGN

By Brita Butler-Wall

Unlike most advertising in schools, promotions for junk food and soft drinks go all the way—sales of junk food and unhealthy beverages in schools are skyrocketing.

CCCS is tackling the marketing and sales of junk food and unhealthy beverages head-on this year, with terrific support. We just sent a very strong letter to the Seattle School Board and media explaining exactly how the Seattle schools are killing our kids. Our letter points out that in the past 20 years, the number of overweight children ages 6-11 has doubled, and the number of overweight adolescents has tripled. Obesity and overweight can lead to serious health risks. Clearly, food and beverages served at school can impact children's health, and commercialization of schools has not created a healthy environment for kids.

Over 20 individual health professionals, elected officials, labor leaders, and Seattle community leaders signed our letter. Other statewide organizations that signed our letter include the Coalition for Environmentally Safe Schools, The Institute for Children's Environmental Health, the Washington State Pediatric Nutrition Practice Group, the Washington State PTA, the Community Coalition for Environmental Justice, and the Campaign to Label Genetically Engineered Foods.

Thank you to our nutrition/health advisors for their input on the letter: Betty Lucas MPH, RD, CD; Patricia Manuele MS, RD, CD; Adrienne Dorf MPH, RD, CD; Marian Neuhouser Ph.D., RD; MaryAnne Mercer MPH, DrPH, and David Solet.

To see the CCCS health letter and complete list of signatures, go to our website at www.scn.org/cccs.

ACTION: VISIT your school lunchroom in September, and find out what snack and beverage choices kids have.

SAVE THE DATE! Annual Community Food Security Conference

Oct. 4-7, 2002
Seattle

Why not offer healthy food in schools instead of corporate junk food and Cokes?

Friday, Oct. 4: Farm to School Conference. CCCS is tabling – to help, call Brita at 206.523.4922.

Saturday, Oct. 5: Field trips and short courses.

Sunday, Oct. 6-Monday, Oct. 7: CFSC Conference, including workshop on "Fast Food: The Tobacco of the 21st Century" presented by Adam Drewnowski, U.W., Deb Lippoldt from the Hartford Food System, and CCCS' Brita Butler-Wall.

For registration information, see www.foodsecurity.org.

SAVE THE DATE! Health Conference: "Preventing Obesity in an Obesogenic Society: Targeting the Adolescent Population"

Tuesday, Oct. 29, 2002
8:30 AM-5 PM

Urban Horticulture Center, Seattle

Attend this one-day event, sponsored by the Society for Public Health Education (SOPHE), and examine the obesity epidemic currently confronting our nation. Marion Nestle, Ph.D., MPH, will be the featured keynote speaker. Dr. Nestle wrote *Food Politics: How the Food Industry Influences Nutrition and Health*.

CCCS Brita Butler-Wall is the lunchtime keynote speaker and will be educating public health professionals about the role of commercialism in sabotaging the integrity of the food environment at school. CCCS is also tabling—to volunteer, call Brita at 206.523.4922 or email bbwall@drizzle.com.

WHO WE ARE

The *Citizens' Campaign for Commercial-Free Schools* is a statewide, non-profit, grassroots organization with over 1200 supporters in 85 communities.

CORE

John Garibaldi
Sylvia Haven
Ted Lockery
Sarah Luthens
Patricia Manuele
MaryAnn e Mercer
Diane Morrison, Treasurer
Kurt Sahl
Karen Strickland
Dana Twilight
Dave Wall
Leslie Wall

Executive Director

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bbwall@drizzle.com

COMMUNITY CONTACTS

Bainbridge—Charlotte Rovelstad
Bellingham—Jean Fallow
Friday Harbor —Bryn Barnard
Northshore—Sue Paro
Olympia —Stephanie Johnson
Skagit County —Howard Pellett

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(Copy deadline Oct. 20, 02)

UPDATES

CCCS represents you!

May 3 — Globalization Teach-In, U.W.
May 3 — Green Party State Convention, Ellensburg
May 7 — CCCS Meeting, Olympia
May 22 —NW Ethics Institute, Seattle
June 1 — Activist Fair, Seattle
June 3 — Skagit Valley Greens, Mt. Vernon
June 4 — Bainbridge Island parent meeting
June 11 — Seattle Council of PTSA Board
June 12 — Commercial Alert Press Conference, Seattle
July 12 — Farmers Market, Seattle

Thanks to all those who have done presentations or helped with tabling/leafleting recently: Leslie Wall, Kurt Sahl, Eileen McComb, Sylvia Haven, Dave Wall, Brita Butler-Wall, and Matt Heidrich, as well as those who organized CCCS discussions: Charlotte Rovelstad, Howard Pellett, and Stephanie Johnson.

ACTION: ASK your organization to put a speaker from CCCS on the agenda
Call Brita at 206.523.4922 to schedule.

CCCS NUTS & BOLTS

Change the world

CCCS relies a group of 10-12 core activists, a fulltime executive director, part-time database manager, treasurer, email list manager, webmaster, phone tree manager, and newsletter editor, as well as our community contacts around the state. All of us are volunteers. With your help, we can make a much bigger difference. Our organization is growing rapidly. We are looking for reliable, creative people who can commit a few hours a month for 6-12 months to the following part-time positions:

- **Volunteer Coordinator**
- **Newsletter Production**
- **Fundraiser**
- **Newsletter Layout**
- **Media Liasion**

For details about each position or other ways you can help out, call Brita at 206.523.4922.

Get the newsletter

To continue getting the newsletter in the mail, please send a donation to cover costs (\$5 min. for 4 issues). The newsletter is also available on our website at www.scn.org/cccs.

Website

Want to find out about the latest marketing schemes in Washington schools? Thanks to Webmaster Joel Bradbury for revamping our website this month. Check out our new 'No Comment' section at www.scn.org/cccs.

Thanks to our donors!

CCCS is an all-volunteer organization funded entirely by individual donations. We are very grateful to our recent donors:

Angela Hill & Daniel Ramier; Chris Jackins; David & Kim Gordon; David Wall; Diane Morrison; Edward Ciok; Elese Lebsack; Emily Paddison; Emily Pitkin & Robert Hollock; Greg Katz; H.; Wilber & Celissa Richards; Howard & Carol Pellett; International Union of Operating Engineers Local 609; James Patterson; Jennifer Yogi; Joe Szwaja, Karen Baker; Karen Farnsworth & Steve Bonkamp; Kathryn Sharpe; Kent Daniels; Kimberly Sims; Kurt Sahl & Kathleen Mertens; Larry Pratt; Les Kinney & Karen Baker; Leslie Wall; Lisa Strandin; Martin King; Marty Ofsowitz; MaryAnn Mercer; Michael Schick & Katherine Hanson; Michelle Le Sourd; Minnie Orr; Beadie & Donald Argus; Patricia & Matthew King; Paul Bigman; Paul Loeb; Ruth Wilson; Sara Waterman; Sarah Hufbauer and David True.

To contribute, please send a check to:

CCCS
3724 Burke Ave. N.
Seattle WA 98103

Citizens' Campaign for Commercial-Free Schools

WHAT'S HAPPENING

Farmers' markets

Help educate people about the rise in junk food promotion and sales in public schools—Leaflet for CCCS at a Farmers' Market near you during August or September.

Rolling Thunder tour

Mark your calendar for the Rolling Thunder Downhome Democracy Tour on August 24 (see insert). Plan to bring your family and friends, and volunteer for CCCS if you can.

SOPHE conference

On October 29, CCCS is presenting at the Pacific Northwest Regional conference of the Society of Public Health Educators. See inside for details.

CCCS newcomer meeting

CCCS holds a Newcomer meets on the first Monday of every month from 7-8:30 PM at the 2ND Avenue Pizza (downtown Seattle, 2nd & Virginia) to share information, ideas and do letter writing, mailings, etc. Find out what you can do, and find out what is going on. Please join us with your ideas and concerns about commercialism in schools.

Citizens' Campaign for Commercial-Free Schools
3724 Burke Ave. N.
Seattle WA 98103

RETURN SERVICE REQUESTED

New!
CCCS Anti-Junk
Food Campaign!
See p. 4 inside

CALENDAR

Aug. – Sept.	Tabling, Farmers' Markets
Aug. 5	Newcomer meeting
Aug. 24	Rolling Thunder Tour
Sept. 20-21	SCEC's Golden Marbles Anti- Conference, NYC
Sept. 22	Commercialism Conference
Oct. 4-7	Community Food Security Conference
Oct. 29	SOPHE Conference

UPCOMING EVENTS

State commercialism conference

On September 22 CCCS is sponsoring our first statewide conference for citizens who want to find out how to get rid of commercialism in their schools and/or work on getting statewide legislation passed. We now have supporters in 85 communities around the state and we have a lot to learn from each other. Info, networking, and more! Details inside...