

Just Schools

Protecting the Right of Washington Children & Youth to a Commercial-Free Education

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www.scn.org/cccs

Junk Food Bill Introduced in Senate Call your Senator and request Committee hearing

From Coca-Cola to McDonalds, from Cheetos to Snickers, junk food marketing and sales have infiltrated public schools all over the state, and CCCS is putting a stop to it!

On January 24, Senator Jeanne Kohl-Welles (D-36th) introduced a bill (SB 5436) in the Washington Senate that bans junk food and soda sales in elementary and middle schools and calls for a state task force to make policy recommendations about commercialism in schools and other related issues.

CCCS has worked closely with the Children's Alliance and the Senator's staff to develop the bill. The bill is modeled on a California bill (SB 19) that was signed into law last summer.

Besides the Citizens' Campaign for

Commercial-Free Schools, groups supporting the Senate bill include Washington State PTA, Children's Alliance, Joint Council of Stationary Engineers, Washington School Food Service Association, Washington Federation of Teachers, the Washington Food and Nutrition Council, and the Organic Consumers Association. Along with our wonderful *pro bono* CCCS lobbyist, Ian MacGowan,

their lobbyists are working hard to gather support for this bill.

Details about the bills and our legislative updates are on our website at www.scn.org/cccs.

WHAT YOU CAN DO

(See Junk Food Bill, continued on page 7)

All Eyes are on Coke

Seattle's five-year "exclusive pouring rights" contract with Coca-Cola is up for review and renewal this year. Last fall, CCCS made it clear to the district that the public and parents need to be part of a very open, public review process. In response to our July 2nd letter decrying the food and drink sold in our schools, signed by dozens of community leaders, the District has done little but promise a public forum. After repeated postponements, the District has now cancelled this event. Call Nancy Waldman, School Board President (206.729.3340) and call foul!

After much stalling and prevarication, Coke has agreed to finally comply with the commercialism policy passed 15 months ago by replacing all vending facades by Feb. 28, 2003. District administrators have agreed to completely remove any machines out of compliance by that date.

CCCS will be fighting the renewal of the contract (see our website for more information) — you can help us by responding to our action alerts this spring!

"I know that when I heard the Buzzcocks on a Toyota ad, I wasn't particularly upset. I mean, the initial reaction was shock; at the same time, it's a good song and I know they haven't sold a million records. But I feel like maybe a band like the Counting Crows in a Coke commercial, they should know that Coke's been marketing to children and striking deals with the schools to get pop machines and advertising in the schools. I just wouldn't want to participate in anything like that."

Eddie Vedder of Pearl Jam, in **the Nation**, Dec. 23, 2002

Inside This Issue. . .

- ◆ Campaign tops 300,000
- ◆ Public health folks decry junk
- ◆ Pearl Jam writes a check
- ◆ Dutch TV hails CCCS



Campaign Supporters Top 300,000 in Washington State

The Campaign for Commercial-Free Schools has grown rapidly in 2002 and is the only state-wide organization in the country in the commercial-free schools movement. Our three major goals last year were to develop our organizational capacity, to increase awareness of the issue state-wide, and to make sure the new commercialism policy in Seattle was being enforced.

We succeeded in doubling our individual supporters to 2,000, and now have supporters in 120 communities throughout the state (a 100% increase from last year). We have gained 12 national and 40 state and local organizational allies. With our state and local allies, we represent over 302,000 Washingtonians opposed to commercialism in schools.

Sheer numbers don't tell the whole

story. We have also seen a significant increase in involvement by our supporters. Our core of a dozen sets the course and forms the basis of our decision-making. The work of the core is supplemented by a group of extremely dedicated key volunteers who keep the infrastructure working. Our outreach is made possible by our 12 community contact people, 11 media spokespeople, 17 tablers/leafleters, seven presenters, and 21 phoners. Many others were involved in the commercialism walk-throughs in various communities. This year we also benefited from the help of four interns studying dietary issues at Bastyr University.

Our financial resources tripled last year, thanks in large part to the Pearl Jam benefit event, but we also received 116

individual donations totaling \$3,419. Our fund-raising campaign included direct mail, phone appeals to major donors, inserts in newsletters, and 'pass the hat' at events. A major source of income comes from a number of donors who give monthly to CCCS.

In terms of improving our communications, this year we redesigned our database, Web site and newsletter, increased our Email announcement list to 1,154 and our Email discussion list to 59. We also developed new phone tree procedures, tabling/leafleting procedures, a table-top display, and — thanks to the generosity of our graphic artist Deborah Fay — new, professionally-designed brochures and fliers. We're ready for 2003.

... CCCS in the News ...

Press Conferences

CCCS has held two press conferences recently. On Dec. 11, we released the report card on Seattle's Superintendent for implementing the commercialism policy. Speakers included educator Karen Strickland, labor leader Dave Westberg, student Rachel Sparks, school librarian Sylvia Haven, and CCCS director Brita Butler-Wall. Thanks to Mike Graham-Squire and the Seattle Young People's Project for providing the facility for the press conference.

On Jan. 15, we alerted parents and the public about military advertising in schools and parents' privacy rights. Speakers included Seattle city council member Nick Licata, parent Jeanne Albrecht, student Duwan Tyson, youth mentor Dustin Washington, Vietnam veteran Charlie Knox, and Brita Butler-Wall. Thanks to Steve Miranda for allowing us to use his journalism classroom at Garfield High School for the press conference.



Dustin Washington, American Friends Service Committee, speaks at CCCS press conference on military marketing in schools.

Garfield Messenger (Nov. 02)
Garfield Bark, PTA Newsletter
"Selling Cokes? Selling Kids? Selling Out?" and
"Does Garfield Go Better with Coke?" (Nov. 02)
Washington State Food & Nutrition Council
Newsletter (Fall 02)
Lowell PTA Newsletter (Fall 02)
Nathan Hale PTA Newsletter (Fall 02)
Seattle Times
"Shun the Commercialism that numbs your kids"
(Nov. 27, 02)
Seattle Times
"Concerts Benefit Charities" (Dec. 6, 02)
Q13
"Morning News" (Dec. 11, 02)
KUOW/NPR
(Dec. 11 and 12, 02)
Seattle P-I
"Schools get poor marks for efforts to curb
advertising" (Dec. 12, 02)
Seattle Times
"Olchefske given a 'D' on removing school ads"
(Dec. 13, 02)
KUOW (Jan. 16, 03)
KING-5 (Jan. 16, 03)
Q13 (Jan. 16, 03)
Olympia Ch. 23 (Jan. 16, 03)
KEXP
"Community Affairs" (Jan. 18, 03)
KCMU (Jan. 18, 03)
Wired News
"Savvy School or Capitalist Tool?" (Jan. 24, 03)

News from Supporters Around the State

Snohomish County

Becky Passarella

The National PTA board in its Annual Resource Guide says that asking children to raise funds for PTA or school activities is inappropriate. I think it is unethical and exploitative to have commercial enterprises, school administrators, and PTA members entice and encourage children to be fund-raisers.

As your Snohomish County community contact for CCCS, I am interested in forming policies in this area concerning commercialism in the schools. Specifically, my focus in the past few years has been the fund-raising that involves selling cookie dough, wrapping paper, and magazines, among other things, in the Mukilteo School District. The only policy that has been adopted in this school district is that children should not be encouraged to go door-to-door while fund-raising. Of course, they still do it as fund-raising efforts with attractive prizes goad the children on.

I am gathering the names of people in Snohomish County (and possibly farther out) who would like to gather, discuss, and organize to define more protective fund-raising policies for our children. Also, for those of you out there, anywhere, who have instituted or know of fund-raising policies in your schools or school districts - could you pass them on to me? Please contact me at bpasrla@juno.com.

New National, State and Local Allies

Center for a New American Dream
National Alliance for Nutrition and Activity
Washington State Public Health
Association
Washington State Pediatric Nutrition
Practice Group
Small Potatoes Gleaning Project

Bainbridge Island

Charlotte Rovelstad

At a recent School Board meeting, the president asked me to run the meeting, so I gave my spiel and the conversation began. Five other people from our group spoke. Then a PTO fund-raising chair asked that restrictions not be put on them to raise money. They are the worst offenders! Our superintendent suggested a policy would be reasonable but that the schools shouldn't be "logo police." That is exactly what they need to be!

Only two board members opposed a policy. One said the next board "can easily overturn everything this board does," and another noted that he "doesn't want to be stuck with a policy ten years down the road if they will need to get corporate money." Go figure! So, this is just the beginning.

I am always amazed at people's naiveté but believe that with education there is hope. I plan to have a conversation with local businesses often hurt in the fund-raising process. The local paper cited as an example those parents who shop online yet expect local businesses to support their children's events.

Olympia

Stephanie Johnson

Olympia seems headed for a new commercialism policy. Unfortunately, it's the one drafted by staff, which is not nearly as effective as the one proposed by School Board Member and CCCS supporter Russ Lehman. One of our supporters was quoted as calling it "namby-pamby." You get the point.

By my count, there were 16 supporters in the audience, with testimony by at least half! Many thanks to those who came! Too bad four SB members already had their minds made up. After the meeting, SB member John Keeffe said that he was eager to move on to the issue of junk food and soda

in the schools. I asked why he was willing to cross the business community about food but not advertising. He responded that junk food is detrimental to kids' health. Evidently one year's worth of testimony by parents and professionals about the self-esteem issues with commercialism didn't sink in. Nevertheless, he was serious about replacing soda with water, juice and milk.

A good number of you hearty 16 participated in your very first School Board Meeting. Democracy in action! As you can see, it's not a party atmosphere, but it is so important for us to be there, pressing on with important issues. It goes without mentioning that we could use some new School Board members. I hope to see many of you continuing on to Phase II, which is junk food. We may even have a majority on that one. I'll keep you posted!

Snoqualmie

Bill Hayden

Since attending the CCCS Conference last fall, I have identified commercialism in the schools/school health as my three-year professional growth plan. After receiving support from my principal at Snoqualmie Elementary, I have begun to educate staff by constantly bringing up the subject of branding, ownership, healthy eating, and commercialism, and placing ads clipped from newspapers and magazines on walls and windows.

I taped a Krispy Kreme box top over the Pepsi logo on the pop machine in the teachers' lounge. Few teachers understand this approach to gonzo, burlesque satire but what the heck.

This week I decided to enlist on the Health and Fitness Curriculum Committee for Snoqualmie Schools, in order to push for a comprehensive approach to raising healthy children. How about this, kids: if you can't read the label, you shouldn't eat it! Is that such a difficult concept to grasp?

The following organizations have taken a stand against one or more forms of commercialism in schools:

Washington State Organizations

Coalition for Environmentally Safe Schools
Green Party of Washington State
Institute for Children's Environmental Health
Lutheran Public Policy Office of Washington
The Children's Alliance
Washington Federation of Teachers
Washington State Board of Education
Washington State Democratic Party
Washington State Food and Nutrition Council
Washington State Pediatric Nutrition Practice Group
Washington State Public Health Association
Washington State PTA

Local Organizations

Coalition for Undoing Racism Everywhere (C.U.R.E.)
Community Alliance fo Global Justice
Community Coalition for Environmental Justice
El Centro de la Raza
Friends of the Earth—Northwest Office
Gray Panthers, Seattle Chapter
Greater Seattle Area Local American Postal Workers Union, AFL-CIO
Green Party of Seattle
Green Party of Spokane
International Union of Operating Engineers, Local 609, AFL-CIO
King County Democratic Party
King County Labor Council, AFL-CIO
Leo O Tupulaga Samoa (Voices of Samoa)
No Spray Zone
Organic Consumers Association
Ravenna United Methodist Church of Seattle
Ravenna-Bryant Community Association
Seattle Community Colleges Federation of Teachers
Seattle Council of Parent Teacher Student Organizations (PTSA)
Seattle Education Association
Seattle Freedom Socialist Party
Seattle Radical Women
Seattle Young People's Project
Shoreline Council of PTSA
Skagit Valley Greens
Yakima Council of PTSA
Youth Leadership Development program,
American Friends Service Committee
Youth Undoing Institutional Racism

(a list of national organizations on page 6)

Public Health Association Opposes Junk Food Marketing

A recent resolution passed overwhelmingly by the membership of the Washington State Public Health Association requests that each school board in Washington conduct a comprehensive review of their schools' policies, practices and curricula related to nutrition and physical ac-

tivity, including any financial or charitable arrangements that result in the marketing of unhealthful food or beverages to children in school. The group also urged all school districts in Washington to find better funding sources than those that market unhealthful food or beverages to children in school.

Pearl Jam Makes Generous Donation to CCCS

Popular band says commercial-free schools rock!

In December, CCCS received \$6,000 from world-renowned rock band Pearl Jam. CCCS was among 20 beneficiaries of the band's two sold-out benefit concerts at the Key Arena in Seattle. In announcing the award the band said, "[We] hope that this money will assist you in your efforts to eliminate commercial influences from public schools throughout Washington State. You are awesome!"

The band also mentioned CCCS from the stage to a crowd of over 14,000 fans.

Pearl Jam's contribution will enable CCCS to be much more responsive to requests for help and information by buying much needed office equipment and supplies, and will increase our budget for tabling and other forms of outreach through-



Artist: Pearl Jam

Photo credit: Danny Clinch

out the state this year.

Aja Pecknold and Nicole Vandenberg, Pearl Jam's representatives from Vandenberg Public Relations, have also offered to make their warehouse office space available to us for mailing parties.

Parents May Opt Out of Military Marketing in Schools

In the course of auditing Seattle's compliance with the new commercialism policy, CCCS discovered that Seattle administrators were turning over contact information on all juniors and seniors to military recruiters without notifying parents of their right to opt out. Both actions are required as part of the new federal No Child Left Behind Act. Thanks to CCCS actions, the district has now

promised to send home belated written notification by the end of January in compliance with the notification clause. Thanks to Jim McDermott and Nick Licata for supporting parents on this. For details, see our website at www.scn.org/cccs.

Hardworking Supporters Honored at CCCS Awards Party

More than 100 CCCS supporters joined together on December 7 to celebrate another successful year in the fight against commercialism in schools. This year's entertainment was provided by our own Jill & Ted, and members of the Seattle Labor Chorus. CCCS issued awards to three Seattle principals for going above and beyond the District's commercialism policy in getting rid of commercialism in their schools and recognized our organizational allies and our own hardworking volunteers.

Seattle principals getting awards included Christi Clark, Meany Middle School, for getting rid of all the Coke machines in her school; Terry Acena, Hamilton Middle School, for approving a building-wide noncommercial fundraising policy, and Jill Hudson, Madison Middle School, for educating and involving students in implementing the commercialism policy.

A special leadership award was given to nutritionist Patricia Manuele, Seattle-King County Public Health, for her work in educating colleagues and the public about the issue of junk food marketing in schools. Thanks to all those who made the party such a success!



Ted and Jill at CCCS awards party.



CCCS awards party.



CCCS graphic designer Deborah Fay gets award from Dana Twight at CCCS awards party.

CCCS Issues Seattle Report Card

On Dec. 11, after conducting commercialism walk-throughs in all 11 middle schools, CCCS released a report card and written report on Seattle Public Schools for their implementation of the commercialism policy passed a year ago. The report shows a need for improvement in 5 of the 7 areas covered by the policy.

CCCS met recently with top Seattle administrators who conceded that they had done nothing to implement the commercialism policy but would now do so.

Faced with administrators who have failed to implement board policy yet got a "very good" rating from the School Board, it's clear that CCCS needs to be very active in the four School Board races this year in Seattle and elect members who can not only set policies but ensure that they are implemented.

See report card and full report on our web site at www.scn.org/cccs.



David Westberg, Karen Strickland, Sylvia Haven and Rachel Sparks at CCCS press conference on Seattle's policy implementation.

Who We Are

The *Citizens' Campaign for Commercial-Free Schools* is a state-wide, non-profit grassroots advocacy organization registered in the state of Washington. We formed in 1997 and now have more than 2000 individual supporters in 120 communities throughout Washington State as well as 40 local and state organizational allies. For details and links, see our website at www.scn.org/cccs.

CORE

John Garibaldi • Sylvia Haven
Ted Lockery • Sarah Luthens
Patricia Manuele • Mary Anne Mercer
Diane Morrison, Treas. • Kurt Sahl
Karen Strickland • Dana Twilight
Dave Wall • Leslie Wall

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Five Bucks Gets You Four Newsletters

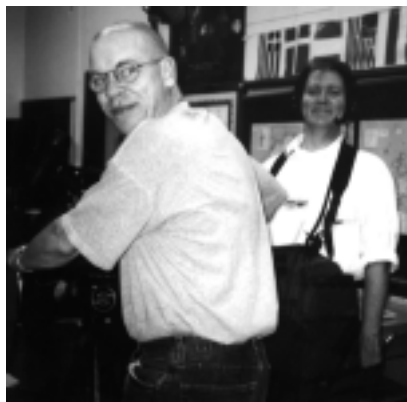
Because we're growing so quickly, we no longer can afford to mail this newsletter to all of our supporters. To continue to receive a copy in the mail, please send \$5 to CCCS, 3724 Burke Ave. N., Seattle, WA 98103. The newsletter is also available on our website at www.scn.org/cccs.

NUTS & BOLTS

McDonald's Night a Stomach-Turner

A Seattle teacher writes: "McDonald's has found a new way of advertising in the schools and it's much worse than anything I've seen before. They come in and sign a contract with the principal. The principal doesn't even need to talk to the staff about the contract. McDonald's gives the school a small percentage of the proceeds of a designated McDonald's night for the school. Teachers are encouraged to sign up to work at McDonald's that night. Kids are urged to come in and buy product and see

their teachers waiting tables and bussing dishes. Kids are also encouraged to make posters about the evening. These go up on the walls of the school and an ad for McDonald's night goes on the marquee outside the school. I've seen this at two schools so far. Some of our teachers were complaining because they had just been teaching a health unit on nutrition (district approved curriculum) and then on the same day they were asked to promote McDonald's night."



Willem van der Linde and Marco Zuilhof filming CCCs Walkthrough for Dutch TV.

Dutch TV

On January 6, CCCS was featured on Dutch public television in a half-hour documentary about commercialism in schools. Director/Producer Marco Zuilhof reports, "The broadcast was a success—I'm getting a lot of compliments for the 'well told' 'balanced' and 'well-researched story.' People are amazed about Channel One (as expected), and also amazed that parents like you confronted the commercialism in schools, and have had success". To see the video version, go to <http://www.omroep.nl/rvu/sites/nep/2003/school.html>

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Many Thanks to our Recent Donors:

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Lisa Strandin
Sylvia Vikingstad
Pearl Jam



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Junk food Bill

continued from front page

WHAT YOU CAN DO

▼ The Senate bill now goes to the Education committee chaired by Sen. Steve Johnson (R-47th from Kent). Members include Senators Johnson, Schmidt, Zarelli, Carlson, Finkbeiner, Eide, Rasmussen, and McAuliffe. If you are one of their constituents, please contact them right away! Explain how important the issue of junk food in schools is to you; how the public/legislators NEED A HEARING on this issue, and how URGENT this legislation is in terms of children's health. Be SURE to state that you are a constituent and refer to the bill by number (SB5436).

▼ CCCS delegates have already been meeting with their legislators to educate them on the issue. If possible, come to Olympia this month and meet with your legislators to educate them. Better yet, bring a couple of your best friends or neighbors! CCCS holds orientation sessions at the Capitol at 10:15 on our legislative days and provides you with a packet of materials to share with your lawmakers (call Brita at 206.523.4922 to sign up).

▼ In the House, we are working with Rep. Eileen Cody, who is planning to introduce a house bill on junk food and sodas that would include high schools. We will likely get a hearing in the House so please plan now to take time off work and come down to Olympia for it.

The following national organizations have taken a stand against one or more forms of commercialism in

schools:

Action for Children's Television
American Association of School Administrators
American Association of Secondary School Principals
American Family Association
American Federation of Teachers
Center for Commercial-Free Public Education
Center for Science in the Public Interest
Commercialism in Education Research Unit, University of Arizona
Community Food Security Coalition
Consumers Union
Eagle Forum
Focus on the Family
National Association of Public Television Stations
National Association of State Boards of Education
National Council for the Social Studies
National Education Association
National PTA
Obligation
Organic Consumers Association
Program of Corporations, Law and Democracy
Stop Commercial Exploitation of Children
The Campaign to Label Genetically Engineered Food

below:

CCCS director testifies before House Health Care Committee.



What's Coming Up?

CHILDREN'S ALLIANCE RALLY IN OLYMPIA

Please join us in Olympia on Tuesday, Feb. 18, from 9:30 a.m. to 3:30 p.m. for Have a Heart for Kids Day 2003, the Children's Alliance's annual lobby day. In order to send a strong message to legislators that kids should be their priority, we need a big, visible presence at the capitol. Register by February 7.

For registration form and info, go to:
<http://www.childrensalliance.org/whatsnew/events.htm>

JUNK FOOD MEETING

Planning meeting on junkfood in schools on Tuesday, February 25 from 7-9 PM in Seattle. See website for location.

TELL THEM HOW YOU FEEL

Contact your state senator and representatives in February and urge them to support bills regarding sales and marketing of junkfood and sodas in schools.

Calendar

Feb 12 ~~Healthy Schools~~
~~CANCELLED~~
Forum, Seattle

Feb. 18 Rally for Kids,
Olympia

Feb. 25 Junk Food Meeting,
Seattle

UPDATES CCCS

Represented You!

- Oct. 29 Society of Public Health Educators
- Nov. 9 'Imagine Revolution' conference of Freedom Socialists/Radical Women
- Nov. 12 The Children's Alliance
- Nov. 19 Group Health Hospital
- Nov. 19 Meeting with Mike Tabor, Maryland anti-commercialism group
- Nov. 20 Washington State PTA
- Nov. 30 Leafleting at N-30, Westlake Mall, Seattle
- Dec. 13 National Food Service Directors' Association
- Jan. 8 Seattle School Board meeting
- Jan. 14 School Employees Rally, Olympia
- Jan. 15 Press conference, Garfield High School, Seattle
- Jan. 16 Pathfinder PTA, Seattle
- Jan. 16 Work Session on Sodas in Schools, Olympia
- Jan. 18 Activist Fair, Issaquah
- Jan. 23 Children's Health Education Foundation, Redmond

Visit our website at: www.scn.org/cccs

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