

Re: **Channel One Controversy**

A Reasonable and Prudent Course of Action For School Board Members

- First, encourage your superintendent to **suspend the showing of Channel One News** until the board receives the below information.

- Ask your board attorney to **research the various problems with Channel One**. (Such as advertising violent entertainment, promoting the increased consumption of high-sugar soft drinks, candy and other food products, C1's violation of the 2-minute ad limitation, etc.) Ask for a **written opinion as to the advisability of continuing the contract**.

- Ask your superintendent to provide the board with hard, unbiased **proof that Channel One is educationally sound**.

- Ask your district's financial officer to **prepare a financial analysis of the Channel One contract**. (What is the dollar value of the school time lost to Channel One? One hour of school per week is the rent payment for the TV sets. Channel One will never allow your district to have title to the equipment. Is this a good deal?)

For more information on Channel One go to Channel One's web sites www.channeloneteacher.com and www.channelone.com, Obligation's web site www.obligation.org and Commercial Alert's at www.commercialalert.org.

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Promoting What Helps Children, Changing What Harms Them
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