



just some of the

Victories & Actions

from across the country in 2001

Seattle, WA Three years of pressure from CCC's pushes the district into passing a district-wide commercialism policy that would remove Channel One from Seattle public schools.

Portland, OR Group of parents, community members, and students including Raquel Bournhonesque, Kathleen McAuliffe and Youth Advisory Board member Alex Diamond organized against exclusive Pepsi contract. School Board decided to enter into exclusive contract with Pepsi but organizers have formed a committee to draft a district-wide policy on commercialism.

Oakland, CA The Business and Finance Committee of the Board of Education said no to another Pepsi attempt to enter the Oakland Public Schools, prompting the Nutrition Committee to draft a proposal recommending the removal of all soda and advertising for soda from the public schools.

Oakland, CA YAB member Max Cohen and Center staff taught California students and parents how to kick corporations out of schools at the third annual Upset the Setup in September.

Pittsburgh, PA Group of parents, teachers, and students including Tom Pandaleon, Melissa Butler, Darby Kaighin-Shields, and Youth Advisory Board member Rebecca Meiksin successfully fought off a district-wide exclusive beverage contract with Pepsi and have formed a committee to draft a district-wide policy on commercialism.

New York, NY The Stop the Commercial Exploitation of Children coalition came together to protest the Golden Marble awards for excellence in effective advertising to kids! Youth Advisory Board member Tristan Kading was presented the "David and Goliath" award for his stand against a McDonalds assembly in his high school.

Stonington, CT Youth Advisory Board member Tristan Kading spoke out against a mandatory McDonalds Job Interview Skills Assembly hosted by his high school.

New York, NY Due to continuous pressure from parents and community members, the New York City Board of Education has removed advertising to students from a laptop computer for every student plan.

Boulder, CO A group of students, parents, and community members led by student Trevor Ycas and YAB member Neil Geiser are working with the Boulder School Board to form a "commercial-free zone" in the Boulder Public Schools.

Takoma Park, MD Parent Mike Tabor led a coalition effort to push commercialism issues in Maryland, leading to the introduction of a state bill by Sen. Paul Pinsky which attempted to limit soda and junk food sales in schools.

New York, NY The Center was honored to receive a Positive Schmio award, granted by the New York University School of Education for making a difference in the fight against the culture of commercialism.

San Francisco, CA YAB member Max Cohen tabled and led a workshop at Young, Loud, and Proud (YLP) in July, reaching hundreds of high school age youth and teachers.

Llano, CA Parent Robert Williams successfully pressured his school district in High Desert to stop their mandatory school assemblies that teach students to sell brand name products.

San Diego, CA Center staff tabled at the National School Board Association convention in March and distributed 1000 sample policies to school board members from around the country.

Los Angeles, CA Center staff and board member Nick Leon tabled at the 2001 NEA Convention in July, distributing info to over 1000 teachers and school staff. The Center helped NEA members pass two new business items, one of which took a stand against school districts entering into exclusive beverage contracts.

Los Angeles, CA Parent Valerie Tuna and the Occidental College Center for Food and Justice have organized a committee to push for a nutrition policy in the Los Angeles Unified School District.

San Diego, CA School nutritionist Naomi Butler hosted a community meeting with Center staff to discuss an exclusive beverage contract. The San Diego School Board decided against pursuing such a contract!

Cherry Creek, CO YAB member Nick Salter has performed a walk-through of his high school and is getting other students together to fight commercialism.

Austin, TX Center staff and board member Carrie McLaren tabled at the Association for a Media Literate America Conference in June and participated in a panel discussion which included "Coke Dude" John Bushey.

Hobe Sound, FL School Board member M.L. Hearst succeeded in kicking Channel One out of his district!

Washington, DC The Dodd-Shelby bill passes the U.S. Senate with bi-partisan support. The bill limits access to public schools for private collection of student information.

Charleston, SC Parent Kate Young convinced a district committee to decide against a proposal to hire an outside consulting company to pursue "partnerships" with corporate advertisers.

Athens, GA Parent Bill Sheehan formed a committee to push for a district wide commercialism policy after the school board voted to enter into an exclusive beverage contract with Coke.

Danbury, CT School Board Member Joan Hodge successfully lobbied other members of the Danbury Board of Education to vote no on an exclusive contract with Pepsi!