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STATE OF ALABAMA

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August 19, 2003

Dear Superintendent:

I am appointing a committee to review the in-school TV program called Channel One News. If your district has Channel One, I ask you to suspend broadcasting the program until the committee presents its report.

As you know, the concept of classroom commercials has been controversial. There are numerous resolutions and policy statements opposing classroom commercials from groups such as: the National PTA (1997), the National Association of State Boards of Education (2000), the Alabama Chapter of the American Academy of Pediatrics (2000), and even the Southern Baptist Convention (1999).

By creating this short-term committee, our state will obtain the answers to important questions about Channel One and the possible detriment that its content may cause our students.

In addition to questions regarding content, the committee will address the possibility that this company has exceeded its contractual limits on length of show and total commercial time. I assure you that this committee will conduct its work expeditiously.

Our citizens must be assured that school time is being used wisely. I want to thank you for your dedicated service to your students and community. Your help in this matter will be an additional service to our great State of Alabama.

Sincerely,

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