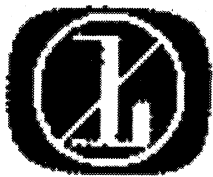


# The Stupidity of Channel One

Several years ago, most of the Montgomery area school systems made a bad... no, terrible decision to rent some of their TV equipment from the controversial Channel One company.

The deal: Channel One loans a school a TV network (worth less than \$12,000 on average) for "free." All a school has to do is make sure students are shown their daily 12-minute commercial-laden TV show, Channel One News, at least 90% of school days. Students "pay the rent" by sacrificing one hour a week of their school time. In just one year, the value of the lost student time would far exceed the equipment value. Students lose 31 hours or one instructional week of school - each year watching TV. That's seven lost weeks from 6<sup>th</sup> grade to 12<sup>th</sup>.



In the Greater Birmingham area, Homewood, Walker Co., Jasper, Cullman Co. & City, B'ham, Mt. Brook, Hoover, Vestavia HS, and Shelby Co. have never had Channel One or have removed it. Students in these schools simply have more time than students under contract to Channel One.

The Southern Baptist Convention and the National Council of Teachers of English have resolutions urging the removal of Channel One from classrooms. The AL Chapter of the American Academy of Pediatrics have a resolution opposing classroom commercials.

Movie studios use Channel One to market their sleazy and violent films. "Dude, Where's My Car?" was about two lovable potheads who have various bizarre sexual adventures. This movie normalized drug use. Channel One ran many ads for it and other deplorable movies, such as Monkeybone, The New Guy, Eight Crazy Nights.



This spring, school time was used to help Warner Brothers advertise Starsky & Hutch (PG13 for drug/sexual content and nudity). The classroom ad shows the notorious drug user Snoop Dogg joking about marijuana. He is asked if he knows about golf. Snoop Dogg smiles, "I know a lot about grass." Yuk, yuk. Montgomery schools just undid years' worth of anti-drug efforts.

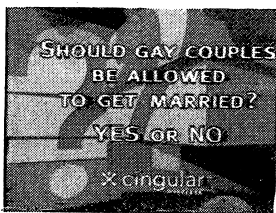


Left: Channel One has heavily advertised a very violent TV show called Angel on the WB Network. (Don't be fooled by the name.) This picture was on middle school TVs. It shows a man killing someone. No child should have to see these horrific images in their classroom. Do kids really need more violence in their lives?

Dumping this cultural rot in classrooms has made Channel One and their Montgomery lobbyist a lot of money. This company will fight to keep Alabama schoolchildren watching their ads.

Madonna has a record company. It's called Maverick Records. She signs artists to her label and then publicizes them using Channel One. Madonna's artists become "guest news anchors" and plug their latest CD and tour. Madonna is singing all the way to the bank knowing Alabama taxpayers are subsidizing her company. Every Thursday is "All-Request Day" on Channel One. While other schools are busy learning, schools with Channel One are listening the latest rock and rap songs. Schools with Channel One send a message that they have time (and money) to burn.

In February, Channel One wanted children to understand the gay marriage issue. No parent gave permission for this. Children as young as 11, were shown snippets of seven gay weddings. Kids were urged to visit channelone.com to express their thoughts on men marrying men. This company is in control of one hour a week of school time. This needs to end.



At Channelone.com, kids were told how to use movies to cheat on book reports. (We're not joking.) Recently, their message boards contained explicit discussions by children (or child predators?) on \*\*\*\* sex and cutting your skin for pleasure.

Channel One contributes to the teen obesity crisis. Local students have been required to be shown ads urging them to drink more Pepsi and Mt. Dew and to eat more M&Ms, Snickers, McDonald's, and Twinkies. This is reason alone to kick Channel One out of area schools.

Not surprising, Channel One has always been outlawed from all public schools in their home state of New York. Take a few moments and outlaw it from yours.

1. Call your local superintendent. Ask him or her to recommend the removal of Channel One now. Sure, a handful of teachers may like this electronic babysitter, but this is YOUR money and YOUR schools. Nobody has a right to waste this much time and money.
2. Tell Joe, it's got to go. Contact State Supt. Dr. Joe Morton at 334-242-9700 jmorton@alsde.edu. Channel One diminishes public support for public education.
3. Contact Gov. Bob Riley. 334-242-7100 governorbobriley@governor.state.al.us This is a waste of tax money. Where does he stand on classroom commercials?
4. Contact your St. Board member Stephanie Bell bells3218@earthlink.net or Ella Bell ebell@alasu.edu.
5. Visit our obligation.org for even more outrageous Channel One content.

Much Obligated,  
Jim Metrock, President Pat Ellis, Education Director