



## **Social Research and Cultural Affairs**

*A DIVISION OF PUBLIC POLICY*

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TO: Texas Legislators  
FROM: Marc Fey, Education Analyst  
RE: Channel One Removal from Texas Schools

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Focus on the Family supports the immediate removal from Texas schools of Primedia's Channel One, a 12-minute-a-day television marketing device targeted at America's school children. As a former high school educator, I seriously question the wisdom of using television in this manner, particularly since we all agree that reducing our children's time in front of TV is in their best interest. Certainly, this misguided experiment that school boards across Texas and other states have conducted on our children has proven to be a woeful failure. It has cost taxpayers and parents in lost class time about \$1.8 billion per year (Sawicky and Molnar, 1998). It has cost our school boards, administrators, and educators their integrity as their moral authority has been compromised and called into serious question. Most importantly, it has cost us an incalculable amount when we consider the poor values and dangerous messages our children have been exposed to on a daily basis. We cannot hand our children over every school day to a shrewd and exploitative Channel One. This intrusion on the rights of our students and their parents must end immediately. --MF

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