



Campaign for a Commercial-Free Childhood
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July 20, 2011

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Richard Robinson
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New York, NY 10012

CCFC
STEERING COMMITTEE:

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Dear Mr. Robinson,

As educators and advocates for children, we are writing to express our concerns about Scholastic's InSchool Marketing division. We appreciate Scholastic's May 13th decision to stop distributing controversial teaching materials paid for by the American Coal Foundation. We are also glad that you committed to thoroughly review your "policy and editorial procedures on sponsored content."

With 2011-12 school year rapidly approaching, we are troubled that Scholastic has not yet announced the results of this review or a timetable for when the review will be completed. Given Scholastic's unique position in schools, we urge you to adopt a policy that puts the wellbeing of children first and precludes the use of teaching materials to promote brands or products in classrooms in any way. Because we recognize that your work on behalf of nonprofits and government agencies (e.g., the Census) is different from working with corporate clients (e.g., Nestle), we have drafted a model policy that clearly differentiates between materials produced for these distinct types of entities.

Suggested Policy Statement for Scholastic's InSchool Marketing

Because children are particularly vulnerable to advertising, Scholastic Inc. recognizes that the unique relationship between educators and students should not be commercialized. Therefore, any materials produced on behalf of or in conjunction with a third-party entity will meet the following requirements:

1. No brands or products will be promoted in Scholastic's educational materials.
2. Scholastic will not produce any teaching materials that have been paid for by a for-profit corporation.
3. Scholastic will not produce classroom materials that have been paid for by a trade group, association, or nonprofit whose mission is to promote the interests of for-profit corporations.
4. Any materials produced in conjunction with a nonprofit or government agency will fully disclose the fact that Scholastic is producing and distributing the materials on behalf of its paying client.
5. Scholastic will not administer or advertise to educators any contests or promotions that involve the marketing of brands or products in classrooms or on school grounds (e.g., the SunnyD Book Spree, which was not produced by the InSchool Marketing division, but with Scholastic's endorsement encouraged teachers to throw SunnyD parties in their classrooms).



We hope this model policy is helpful as Scholastic undertakes its important review. We look forward to the timely announcement of new InSchool Marketing policies.

Sincerely*,

Enola G. Aird, Founder, Mothers for a Human Future

Faith Boninger, Commercialism in Education Research Unit (CERU), University of Colorado

Michael Brody, MD, Chair, Media Committee of the American Academy of Child and Adolescent Psychiatry

Lyn Mikel Brown, EdD, Professor of Education, Colby College

Nancy Carlsson-Paige, EdD, Professor of Education, Lesley University; author, *Taking Back*

Childhood: A Proven Roadmap for Raising Confident, Creative, Compassionate Kids

Dimitri A. Christakis, MD, MPH, George Adkins Professor of Pediatrics, University of Washington;

Director, Center for Child Health, Behavior, and Development, Seattle Children's Research Institute

Concerned Educators Allied for a Safe Environment (CEASE)

Thomas J. Cottle, PhD, Professor of Education, Boston University

Mona Davids, New York Charter Parents Association; New York City Parents Union

Jan Drucker, PhD, faculty member, Child Development Institute at Sarah Lawrence College

Marjorie V. Fields, EdD, Professor Emerita, University of Alaska Southeast; coauthor, *15 Instant & Irresistible Learning Centers That Build Early Reading & Writing Skills: Grades PreK-K* (Scholastic Professional Books)

Richard Freed, PhD, psychologist in private practice, Walnut Creek, California

Josh Golin, Associate Director, Campaign for a Commercial-Free Childhood

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Childhood; co-founder, Campaign for a Commercial-Free Childhood and Teachers Resisting Unhealthy Children's Entertainment

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David Marshak, Professor Emeritus, College of Education, Seattle University

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Nell Minow, "The Movie Mom" (TM)

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Marion Nestle, Professor of nutrition, food studies, and public health at New York University

New York Charter Parents Association

New York City Parents Union

Hoi Yung Poon, Executive Director, Parents for Great Education

Alvin F. Poussaint, MD, Professor of Psychiatry, Harvard Medical School

Rethinking Schools

Gwen Samuel, President and Founder, Connecticut Parents Union

Juliet Schor, PhD, Professor of Sociology at Boston College; author, *Born to Buy: The*

Commercialized Child and the New Consumer Culture

Don Shifrin, MD, Clinical Professor of Medicine, University of Washington School of Medicine-

Seattle; Past chair, American Academy of Pediatrics Committee on Communications and Media

Michele Simon, JD, MPH, Author, *Appetite for Profit: How the Food Industry Undermines Our Health and How to Fight Back*

Teachers Resisting Unhealthy Children's Entertainment (TRUCE)
Victor Strasburger, MD, Professor of Pediatrics, University of New Mexico
Rosalind Wiseman, educator and author of *Queen Bees and Wannabes*

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