

December 13, 2017

David Monahan
Campaign Manager
Campaign for a Commercial-Free Childhood
89 South Street, Suite 403
Boston, MA 02111

Dear Mr. Monahan and Colleagues:

I am writing in response to your letter concerning the food and beverage advertising policies of Channel One News.

Channel One is an award-winning daily news program that encourages young people to become informed, global citizens. For more than 27 years, Channel One has been committed to delivering quality reporting that provides students with the appropriate context to understand how global events affect their lives and provides educators with teachable moments.

The Channel One team is dedicated to the school communities it serves, and works hard each day to ensure its content and policies support students' overall well-being. We recognize that we have a special responsibility to ensure that any information shared via our network, whether our own content or that of sponsors, is appropriate for the classroom environment and has students' best interests at heart. This responsibility includes healthy nutrition and wellness.

While Channel One does not have any food and beverage advertisers currently, our standards for food and beverage advertising align with the guidelines put forth by the Alliance for a Healthier Generation and its goal of reinforcing healthy eating habits.

We appreciate your outreach highlighting the USDA's Smart Snack standards. We support and believe in these standards, and our current practice reflects this. We realize however that the USDA standards have not been explicitly cited in our posted guidelines. To resolve this and formalize our commitment to these guidelines, we have adjusted our policy to make clear that all food and beverage ads must follow the USDA's Smart Snack standards. You can find the updated policy [here](#).

Should we consider a food or beverage partnership in the future, we will only do so in full adherence to the USDA Smart Snack standards.

Thank you for reaching out and expressing your concern. We believe our guidelines are now even stronger and we appreciate the opportunity to evolve our policies to support healthy student lifestyles.

Sincerely,



John J. Lynch, Jr.
President and CEO
Houghton Mifflin Harcourt