



Dear Superintendent:

As you may know, there is a new company called BusRadio that is asking schools to install its radio equipment in school buses in Massachusetts. In exchange for this equipment, the company requires schools to play its programming on school buses, including eight minutes of advertising each hour, to children as young as six years old. The company's business model is similar to Channel One, which uses classrooms to play two minutes of TV advertising to children each school day.

We believe it is wrong to use the Massachusetts compulsory school attendance law to force children to listen to or watch advertising. We strongly urge you not to allow BusRadio or Channel One to operate in your school.

Sincerely,

Action Coalition for Media Education

Alliance for Childhood

American Family Association

California Center for Public Health Advocacy

Campaign for a Commercial-Free Childhood

Center for a New American Dream

Center for Community and Corporate Ethics

Center for Ecoliteracy

Center for Food & Justice, UEPI, Occidental College

Center for Science in the Public Interest

Center for Screen-Time Awareness

Children Now

Children's Health Environmental Coalition

Coalition for Commercial-Free Schools

Concerned Women for America

Commercial Alert

Consumer Action

Consumers Union

Corporate Ethics International

Dads & Daughters

Eagle Forum

Essential Action

Global Citizen Center

Global Exchange

Massachusetts Action for Healthy Kids

Massachusetts Public Health Association

MomsRising

National Council of Churches Committee on Public Education and Literacy

National PTA

Obligation, Inc.
Organic Consumers Association
Parents' Action for Children
Simple Living Network
Sojourners
Teachers Resisting Unhealthy Children's Entertainment (TRUCE)
The Motherhood Project
The Presbyterian Church (USA) Office of Child Advocacy
The Simplicity Forum
Unitarian Universalist Association of Congregations
Vermont Earth Institute

Cecile Andrews, author, *The Circle of Simplicity*
Joan Blades, co-founder, MoveOn.org; co-author, *Motherhood Manifesto*
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University of Washington
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Touchpoints 3-6
Brita Butler-Wall, PhD, Member, Seattle School Board; Executive Director, Citizens' Campaign
for Commercial-Free Schools
Raffi Cavoukian, singer, author, founder of Child Honoring
Dimitri A. Christakis, MD, MPH, Associate Professor of Pediatrics and Director, Child Health
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Living Room: Make Television Work for Your Kids*
Thomas J. Cottle, PhD, Professor of Education, Boston University; author, *When the Music
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Donald R. Davis, PhD, Research Associate, Biochemical Institute, University of Texas at Austin
John De Graaf, co-author, *Affluenza: The All-Consuming Epidemic*
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Teresa K. Duryea, MD, Associate Professor, Academic General Pediatrics, Baylor College of
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Tim Kasser, PhD, Associate Professor of Psychology, Knox College; author, *The High Price of Materialism*
Francine Kaufman, MD, Professor of Pediatrics, Keck School of Medicine, University of Southern California; author, *Diabesity: A Doctor and Her Patients on the Front Lines of the Obesity-Diabetes Epidemic*
Stephanie Kaza, Professor, Environmental Program, University of Vermont
Jean Kilbourne, author, *Can't Buy My Love: How Advertising Changes the Way We Think and Feel*
David C. Korten, author, *When Corporations Rule the World* and *The Great Turning: From Empire to Earth Community*
Velma LaPoint, PhD, Professor, Department of Human Development & Psychoeducational Studies, Howard University
Frances Moore Lappe, author, *Diet for a Small Planet* and *Democracy's Edge*; co-author, *Hope's Edge*
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David Marshak, PhD, Professor, College of Education, Seattle University
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Bob McCannon, Founding Executive Director, The New Mexico Media Literacy Project
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