

Channel One's Long Fall

In April 2007 Alloy Media & Marketing took over the assets of Channel One. According to SEC filings C1's market value was zero.



What happened?

Schools got fed up with Channel One. According to C1's own press releases, since 2002, they have lost at least 2,000,000 (25%) of their captive audience. Their equipment is old. Technology passed them by – the computer reigns now, not 19" analog TV sets. The show continues to be taped the day before so the little hard news on the show is stale.

In short, Channel One News is becoming irrelevant.

For too long, homeroom has been made 12 minutes longer to accommodate C1. High performing schools have no time for an hour-a-week electronic babysitter.

Channel One is now produced by NBC. They are doing this so they can create a generation of students with a brand preference for all things NBC. Ex. After a news story the star of the adult comedy "My Name Is Earl" suddenly appeared on the TV screen to say "hello" to Channel One students. NBC is not subtle.

Channel One has a history of "reinventing itself." When things go bad they replace people and revamp. Since 2005, C1 has had four CEOs. What we do know for sure is what they have done in the past. That's what this brochure is about.

Who is Alloy Media and Marketing?

Alloy should scare the heck out of parents. Both the sleazy Gossip Girl TV show and series of novels are Alloy products. Alloy's teen and preteen "entertainment" often glorifies teen drinking, drug use, and casual sex. The message boards at Alloy.com are filled with raw sexual content. Sugarloot.com, another notorious Alloy site, solicits and displays pictures of barely dressed young people. Alloy's ownership will only make Channel One News more controversial.

BANNED IN THEIR HOME STATE

Channel One's home state of New York has ALWAYS outlawed the program from all public school classrooms.

For more reasons and for full documentation:
<http://obligation.org/allarticles.php>

Common Sense Principles for School Boards

The Milwaukee Principles For Corporate Involvement in Schools

1. Corporate involvement shall not require students to observe, listen to, or read commercial advertising.
2. Selling or providing access to a captive audience in the classroom for commercial purposes is exploitation and a violation of the public trust.
3. Since school property and time are publicly funded, selling or providing free access to advertising on school property outside the classroom involves ethical and legal issues that must be addressed.
4. Corporate involvement must support the goals and objectives of the schools. Curriculum and instruction are within the purview of educators.
5. Programs of corporate involvement must be structured to meet an identified education need, not a commercial motive, and must be evaluated for educational effectiveness by the school/district on an ongoing basis.
6. Schools and educators should hold sponsored and donated materials to the same standards used for the selection and purchase of curriculum materials.
7. Corporate involvement programs should not limit the discretion of schools and teachers in the use of sponsored materials.
8. Sponsor recognition and corporate logos should be for identification rather than commercial purposes.

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Promoting what helps children, changing what harms them.



Reason 5

10 Reasons
To be glad you never had
Channel One News

1 Using sex to sell in the classroom

Ban deodorant ran ads that appear to show a woman "flashing" cars that drive by. Only at the end do the children see she is wearing a tee shirt with "Ban" on it.



In an Old Spice Body Wash ad a woman executive seductively says, "Nice package" to a mail clerk holding a package. The joke:

"package" is slang for male genitalia. With the ending camera angle between the woman's legs, students are told to "spice things up." Nobody has time to monitor C1.

Scantly clad Latin singer Shakira grinds her hips in a shocking Pepsi ad. Advertisers know "sex sells," and Channel One was created and has always been run by advertising and marketing executives.



2 Junk food ads



For years organizations urged C1N to stop advertising junk food and soft drinks to children. They ignored these pleas and continued to encourage students to eat more Hostess Twinkies, M&Ms, Doritos, Skittles, Twix, Crunch bars, and of course McDonalds.



For years C1N advertised Snickers but not just ordinary Snickers. They advertised the "The Big One." (510 cal 24 fat gm)



Currently junk food companies have dropped C1. PepsiCo still advertises Gatorade.

3 Making children feel ugly

The girl in this Acuvue contact lens ad tells students she rather be blind than to appear in the school play wearing glasses.



Channel One ads have to make kids feel incomplete, insecure, and ugly. One infamous C1N ad for Clearasil shows a boy and a girl swinging on a porch with paper bags on their heads. The subtext: if you have acne you are so ugly you need a bag on your head... unless you buy Clearasil. Schools implicitly endorse every product advertised on Channel One.



4 Wasted time

Channel One News takes up too much precious school time. Forget the content problems, 12 minutes a day = one hour a week = one lost week of instructional time each year. If C1 was in MS and HS, that's the equivalent of 7 weeks of potential instructional time spent watching a television program.

5 Scary images

Advertisers have to get a child's attention in the classroom. This creepy character certainly upset some children. He is screaming, "Stick it!"



Nintendo wanted kids to stick a Gameboy in their pocket.

In this PSA a terrified couple are parking and

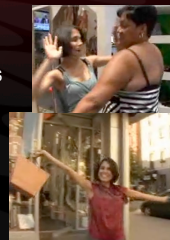
a man is coming towards them with an ax. The music heightens the fear among students. This is played out as real. After 26 seconds of true horror it turns out to be Geo. Washington. Funny, huh?



Yes, that's a gun pointed at a hostage's head. Why show this to kids? Many parents try to protect their children from horrific images like this. Images like this one are a reason some schools have turned C1 off for good.

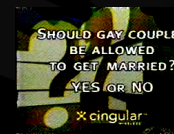
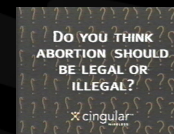
6 Utter nonsense

The program has little hard news. Example of filler content: C1 anchor Jessica Kumari wants students to see her neighborhood. Students watch as she walks about. She buys ice cream. She tries on several dresses and when she finds the right one she dances with the sales clerk. Students learn that Ms. Kumari really, really likes to shop.



7 Abortion, gay marriage come to the classroom

C1N shows MS students the same news content as HS students. (Would you use the same textbook for HS and MS?) Children just out of elementary school are forced by Channel One News to deal with some difficult issues. Here are two "Questions of the Day."



Students watch a short clip of two men getting married. In another C1 story students will see 6 more same-sex vows exchanged. No matter how you think on this issue, local schools - NOT Channel One News - should be deciding if and how these issues will be presented to MS students.

Left: C1 shows a gay rights parade. Younger students may have some difficulty handling these images.

8 Movie ads

One of the most unsettling things about Channel One is its close ties to Hollywood. Virtually every major studio has used C1 to promote movies to its captive audience. The ads are usually augmented with contests. Nobody at C1 previews the movies they advertise to students.



March 2008, C1 is advertising another crude movie to kids.

"Drillbit Taylor" is rated a hard PG13 for "crude sexual content, drug references, partial nudity, and profanity."

9 Wrong messages about drugs

Channel One has a long history of advertising movies that normalize drug use. "Dude, Where's My Car?" was a "stoner" movie that was heavily advertised on C1.

On the commercial for the offensive remake of "Starsky & Hutch" Snoop Dogg, known for his drug use, is shown on a golf course. He says, "I know a lot about grass." How demoralizing for students to see and hear this drug joke in their classroom.



In a drug story, MS students watch as a razor blade "cuts a line" of cocaine. What a way to start a school day. C1 solely decides their content. They have a long history of making bad decisions. Why show how drugs are used?



C1 reporters would often end teen drinking stories asking kids if they knew someone who "drank too much." This implied that it was OK for teens to drink IF they don't drink TOO much.

10 Mixing ads with news

It's a "no-no" in journalism, but it's routine at C1N. Advertisers can sponsor a "news story" and the story will plug their product. Gatorade has done this dozens of times.

Students have to be confused when this C1 reporter-lookalike turns out to be selling Clear and Clean face cream. This is an ad made just for C1. The line between news and ads has always been blurred at Channel One News.

