
Comments At Press Conference Protesting the Golden Marble Award Ceremony in New York City

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Remarks by Alex Molnar, director of the Center for the Analysis of Commercialism in Education (CACE) protesting the "Golden Marble" award ceremony created to celebrate advertising to children. New York, NY September 14, 2000. Learn more about CACE's work on the web (www.schoolcommercialism.org).

Since 1998 the Center for the Analysis of Commercialism in Education has issued an annual report on commercialization activities in schools. Overall, our data shows an increase over activities in schools. Overall, our data show an increase over the last decade of 395% in the number of press citations in seven categories of commercializing activity we track.

The percent change in the number of press citations from 1990 to 2000 for each of seven categories is dramatic.

1. Sponsorship of Programs and Activities. (Increased by 248 % between 1990 and 1999-2000.)
2. Exclusive Agreements. (Increased by 1,384%.)
3. Incentive Programs. (Increased by 231%.)
4. Appropriation of Space. (Increased by 539%.)
5. Sponsored Educational Materials. (Increased by 1,875%.)
6. Electronic Marketing. (Increased by 139%.)
7. Privatization. (Increased by 3,206%.)

Commercial activities now shape the structure of the school day, influence the content of the school curriculum, and determine whether children have access to a variety of learning technologies. Moreover, it appears from a number of citations that there is an emerging trend for marketers to attempt to bundle together advertising and marketing programs in schools across a variety of media in order to gain a dominant position in the schoolhouse market.

As marketers scramble to integrate schools into their overall marketing strategies the start of the school year is beginning to resemble high profile summer movie releases complete with multiple tie-ins for a variety of products and services aimed at children and

their families. None of which is good news for America's school children who are now harvested like a cash crop by advertisers who have lost any sense of proportion, who have no ability to restrain themselves, and who have no ethical compass to guide them.

The "Golden Marble" Award is not an honor. It is a symbol of shame. The existence of this award ceremony tells us that the time has come to regulate an industry that is waging war on our children.

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