
Texas Board of Education, Austin, TX

Texas State Board of Education Resolution on Channel One

November 15, 2002

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RESOLUTION

WHEREAS the nurturing of right values in children is a solemn responsibility, and is perhaps the most important function of any society; and

WHEREAS the Channel One Communications Corporation produces a television program, at least twelve minutes in length, shown to some Texas schoolchildren each school day, containing two minutes of commercials along with additional advertisements; and

WHEREAS Channel One is a vehicle for advertisers to circumvent parents and target their children as a captive audience with advertisements for products and services of which parents may not approve; and

WHEREAS it is not appropriate for Texas schools to advertise to children entertainment that promotes drug use or violence; and

WHEREAS Channel One has advertised to Texas schoolchildren products with high sugar content while American children are an epidemic of childhood obesity; and

WHEREAS schools that allow products to be advertised in the classroom implicitly endorse the products, and when these products and values are harmful, this erodes the moral authority of schools, teachers, and the entire Texas public school system; and

WHEREAS it is difficult for parents to preview Channel One's programming, so that they can exercise their option to remove their children from the classroom under Texas Education Code (TEC), §26.010, Exemption From Instruction*; and

WHEREAS Channel One impedes the attainment of public education objectives and goals in TEC, §4.001(b), Objectives 2 and 4, and §4.002, Goals 1-4, because of the loss of instructional time; and

WHEREAS use of Channel One contradicts the spirit of TEC, §25.083, School Day Interruptions, which requires districts to regulate and limit nonacademic interruptions; and

WHEREAS Channel One's programming consumes one week of instructional time each school year; and

WHEREAS there are many other sources of current events curriculum easily available to schools that are free from the negative aspects of Channel One; now, therefore, be it

RESOLVED, That the State Board of Education strongly encourages each Texas school district to discontinue the showing of Channel One to shield students from its commercial influences and to provide students with additional school time for learning; and be it further

RESOLVED, That the State Board of Education shall send a copy of this resolution to every Texas school district and the Texas PTA.

WITNESS our signatures this fifteenth day of November, two thousand and two, in Austin, Texas.

Grace Shore, Chair
Cynthia A. Thornton, Secretary

* TEC, §26.010(a). Exemption From Instruction. A parent is entitled to remove the parent's child temporarily from a class or other school activity that conflicts with the parent's religious or moral beliefs if the parent presents or delivers to the teacher of the parent's child a written statement authorizing the removal of the child from the class or other school activity. A parent is not entitled to remove the parent's child from a class or other school activity to avoid a test or to prevent the child from taking a subject for an entire semester.