

**OPPOSITION TO TELEVISED COMMERCIALS IN  
CALIFORNIA CLASSROOMS**

*Adopted by Board of Managers July 1990*

*Reviewed by Board of Managers May 2014*

- WHEREAS, There is currently a legislative effort to legalize the showing to students in public school classrooms a daily, twelve-minute current events telecast which would include two minutes of commercials as part of the telecast; and
- WHEREAS, These commercials would be aired to students during regular instructional time; and
- WHEREAS, It is wholly unethical for the public schools to provide a captive audience of students to advertisers to promote their products; and
- WHEREAS, Regardless of any disclaimer that may be issued, most students will accept what is shown in the classroom as material endorsed by the school; and
- WHEREAS, Many ads exacerbate the economic disparities that exist among our students and these disparities have created unstable and unsafe conditions in many areas of the nation; and
- WHEREAS, The equipment offered on loan to schools in exchange for this captive student audience is far less valuable than the actual worth of providing advertising access to a targeted and impressionable youth audience; and
- WHEREAS, There currently are many alternative television and cable educational opportunities available to public schools without charge and without the requirement of showing televised commercials; and
- WHEREAS, The concept of including televised commercials as a required part of any classroom instructional material is in conflict with the purposes and standards which should apply to the free, mandated, public-supported education guaranteed by the Constitution of the State of California; now therefore be it
- RESOLVED,** That the California State PTA vigorously oppose any and all efforts to legalize the unacceptable intrusion into classroom instruction of televised commercials; and be further
- RESOLVED,** That the California State PTA urge the Legislature and school districts to fully explore access to the wide range of excellent educational television programming available (including current events news programming) to benefit students without any charge and without recourse to televised commercials.