

HIDDEN COSTS MEDIA COVERAGE

Enclosed is our recently released "Hidden Cost" study which examined the cost of lost class time to Channel One. Over the past month, the study's findings were covered by several major news sources. We will continue to offer this study to other outlets, including education newsletters.

Also attached are highlights of the national coverage thus far which includes:

- The New York Times
- NBC's Today Show: where host Katie Couric asks the president of Channel One: "Why not just get rid of the commercials in the newscast?"

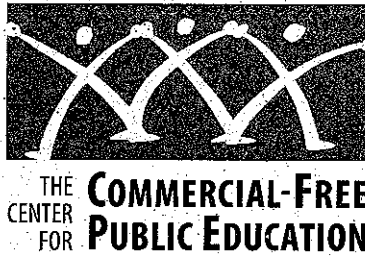
If you wish to make this study available to others, it is available from the Center For Commercial Free Public Education for \$15.

Special thanks go out to The Boehm Foundation and The Samuel Rubin Foundation who funded this study.

Hope you are all doing well.

A handwritten signature in black ink, appearing to read "Marianne".

Marianne Manilov
Executive Director



Dear Friends and Colleagues:

After five years as a founder and the Executive Director, I am pleased to announce that I will be leaving The Center for Commercial-Free Public Education. Many of you who know me are aware that this was always my plan -- to try and organize myself out of a job. Hopefully, as you have watched the phenomenal growth of our organization and how commercialism has become a national issue--you have shared in our dreams and successes. It is because of this success and the amazing strength of our local leaders that The Center for Commercial-Free Public Education is ready to transition the last of its founders.

I leave two very talented people in charge of the areas that I worked on as Executive Director -- Merede Graham as Associate Director and Andrew Hagelshaw as Senior Program Director. Merede, who has a background with the Beldon Fund, will be in charge of our fundraising, our growing membership, and overseeing organizing our board. Andy, whose background as an organizer includes working as the Regional Director of CISPES (The Committee In Solidarity with the People of El Salvador) will oversee what he excels at -- working with our constituents and coalition partners to stop commercialism in schools at the local and national level. He will also help continue to keep the issue at the forefront of the public agenda through his excellent media skills. To round out this team, we are looking for an Executive Director -- someone who has a commitment level and skills to bring the organization to the next level. This person must have a strong commitment to working with local communities and the ability to lead and direct a national organization.

Please help us find this person. We are engaged in a national search and appreciate you passing on this job description or calling us with suggestions of people who you feel fit the enclosed job description.

I will leave The Center late this summer and will be taking a three month sabbatical generously provided to me by one of our founding funders. I look forward to this rest and am open to reading list suggestions.

Thank you in advance for your help in our search.

In peace,

Marianne Manilov