CATHOLIC COURIER DIOCESE OF ROCHESTER, N.Y.

PARENTING

Picnicking parents



Andrea Dixon/Staff photographer

Coalition targets ad-makers

(Above) Jason Herbst pushes his giggling daughter, Emma, 5, on the swings at Holy Trinity Church, Webster, at the parish's 140th anniversary picnic June 10; (right) Kinsley Whittum holds his son, Kory, 4. Festivities included a Jubilee Mass, a pig roast, a dunking booth, and games for children. The picnic also marked the 100th anniversary of the laying of the cornerstone for the church building, and the 35th ordination anniversary of Father Thomas Nellis, pastor.

'De-commercialize' kids

Parents can participate in the crusade against advertising targeted at children. The "Watch Out for Children: A Mothers' Statement to Advertisers" report suggests the following:

1. Think about the messages you give children as you deal with money and time, as well as the role that media and advertising play in your life.

2. Reassert yourself and your values by playing a more active role in your children's lives and strengthening their ethical foundations.

3. Deconstruct advertising and marketing messages by deepening your own and your children's understanding of marketing strategies and tactics.

4. Limit the use of TV, cable, radio, yidco games and the Internet, and the use of brand names. Mute the TV during commercials. Increase the amount of time spent with your children doing non-media-driven activities.

5. Assist in creating more places in which children are free from the influence of advertising and marketing.

6. Make your schools commercialfree zones by lobbying school authorities to fund independent media literacy programs in your schools.

7. Refuse to support companies whose advertising promotes anti-social values, instant gratification, self-indulgence, and obsession with the material world. Support companies showing a willingness to look after children.

8. Work for public policies that adequately protect children.

HOME VIDEO

*3 Day rentals on Popular Hit and Catalog only at Corning store

– Jeanne Kidera

Wegmans

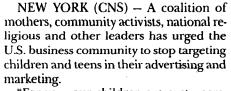
Your home for family entertainment!

try the convenience of...

on every movie or game in the

store, including new releases!

DAY RENTAL



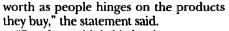
"For you, our children are customers, and childhood is a 'market segment' to be exploited, a 'demographic' for which you are competing," more than 100 women and their male supporters said in a report called "Watch Out for Children: A Mothers' Statement to Advertisers."

The report, released May 9 in New York by the Mothers' Council of the Institute for American Values, called for: an end to all advertising, marketing and market research in schools; no targeting of children under age 8; no product placement in movies or TV shows aimed at children or adolescents; and an end to ads that promote "an ethic of selfishness and ... instant gratification."

The signers pledged to take steps in their own homes and communities to reduce and counter the effects of advertising and marketing in children's lives.

The report noted that more than \$5 billion is spent each year on advertising and promotions to children. Children between the ages of 4 and 12 spent almost \$27 billion of their own money in 1998, it said.

"As recently as a generation ago, it would have been unthinkable for so many advertisers and marketers to spend billions of dollars each year to target our children at the earliest possible age with the expressed intention of training them to be lifelong



"But the unthinkable has become commonplace," it added. "You seem to have stopped caring about what you do and what you say in front of our children."

The report was especially critical of marketing and advertising in schools, saying that it "compromises and ultimately supplants the moral authority of educators by constantly suggesting to students that everything in life, even their education, is ultimately about spinning and pitching and soliciting."

Channel One, a commercial satellite network that provides television sets to some 1,200 U.S. schools in return for the right to deliver 10 minutes of news and two minutes of ads each day, actually devotes only about 20 percent of its air time to coverage of "recent political, economic, social and cultural stories," according to the Center for Commercial-Free Public Education.

"The remaining 80 percent is spent on advertising, sports, weather and natural disasters, features, and Channel One's promotions," the center said.

But that is certainly not the only way that U.S. advertisers seek to influence students during school time, the statement said.

"From school buses covered with ads, to book covers and day planners with commercial messages, to textbooks and other curricular materials sporting corporate logos, to multimillion-dollar deals with soda companies, a growing number of U.S. schools are beginning to resemble commercial bazaars," it said.



♥JUNE 14-24 - Musical revue: "Pets!"; musical about humans and pets; Bristol Valley Theater, 151 S. Main St., Naples; Thurs., Fri., Sat. 8 p.m.; Sun. 2 p.m.; \$20 general, \$18 seniors, \$7 children; 716/374-6318.
♥JUNE 15, 22, 29 - Walking

tours: of downtown Rochester; meet at City Hall, 30 Church St., Rochester; noon-12:50 p.m., 4:45-6 p.m.; \$5; Mariana Rhoades 716/271-7368. SAT, JUNE 16 - Juneteenth: Emancipation Proclamation commemoration; entertainment, crafts; Strong Museum, One Manhattan Sq., Rochester noon 6 p.m.; \$3 adults, \$2 children; 716/263-2700. SAT, JUNE 16 - Drama: "An Abolitionists' Tour of Mt. Hope Cemetery in 1860"; relive Rochester involvement in Underground Railroad; North Gate House, Mt. Hope Cemetery, Mt. Hope Ave., Roches-ter, 10, 11:30 a.m.; \$10 adults, \$5 children 8-18; reservations suggested; 746/2714552; ext-342; also July 21, Aug. 18, Sept. 15, Oct. 20. © SAT, JUNE 16 - Nature walk: with naturalist Bob Cooper; Cum-ming Nature Center; 6472 Gulick Rd., Naples, 11 a.m., 2 p.m.; adults \$4, seniors \$3, students K-12 \$1.50; Saturdays June-Aug.; 716/374-6160. OJUNE 16, 17 - Film festival: Strasenburgh Planetarium, 657 East Ave., Rochester; "Dolphins"; Sat. 11 a.m., 3, 9:15 p.m.; Sun: 3 p.m.; "Grand Canyon"; Sat. 2, 4, 8:15 p.m.; Sun. 2, 4 p.m.; adults \$6; students, seniors \$4; for other dates & limes call 716/2714552; ext. 411 • SUN, JUNE 17 - Cool treat: free ice-cream novelty for Dad, kids make 3-D biplane or Father's Day card: Strong Museum, One Manhattan Sq., Rochester; noon-5 p.m.; adults \$6, seniors \$5, ages 3-17 \$4, under 3 free; 716/263-2700. O SUN; JUNE 17 – Family fun: take a trip to bottom of Lake Onlario, climb a challenging wall, see Rochester 1873 time capsule, make a gift for Dad's office; Rochester Museum & Science Center, 657 Eas Ave., Rochester, noon-4 p.m.; adults \$6, students, seniors \$4, children 3-

18 \$4; 716/2714552, www.rmsc.org. **SUN, JUNE 17 - Walking** tour: Pinnacle Range to Washington Grove; extraordinary plants, note-

Grove; extraordinary plants, noteworthy trees, glacial geology; 1-3:30 p.m.; \$3; Dads free; no pets; to register call Mariana 716/271-7368.

• JUNE 22, 29, JULY 6 - Cool Kids in the Park: Sagawa Park, Main St., Brockport; June 22: developmentally disabled dancers bring original works and interactive fun; June 2921ocal Lords of the Dance from Butler School and Irish Musicians Assoc.; July 6: storyteller Tiny Clover with big reptiles; 7-8 p.m.; free; 716/637-3984. © FRI, JULY 13 - Catholic Family Day: Six Flags Darien Lake; parkbeverage pass \$15; park-picnic pass \$20 (picnic lunch, 1-3 p.m.); call your parish or Jeannie Raisbeck 716/328-3210 or 800/388-7177.

consumers and making them feel that their

t their The signers promised to support those companies that heed their words and avoid those that do not.

"Advertising that promotes anti-social values, urges instant gratification, promotes self-indulgence, promotes an obsession with money and material things, and sells the idea that 'we are what we buy' harms our children, undermines the authority of mothers and fathers, and hurts society," they said. "We will make it our business to find out which advertisers are supporting us and which are not."

> Do You Have School Age Children? Would Your Child Benefit From a Full Day Kindergarten? BATES-RICH BEGINNINGS CHILD CARE Now offers Full Day Kindergarten for younger 5 year olds or children who are ready for a longer school day. Smaller groups foster early development of Kindergarten ekilist In addition to our wrap program for grades 1 to 3, Bates-Rich has added a wrap program exclusively for older children in grades 3-5! We also offer wrap care for children in kindergarten thru Grade 5. Call 244-3650 for details or enrollment information! Accredited Center, Registered NYS Dept. of Education.

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