

# How to Address Commercial Influence in Your Local School

## *Citizen's Walkthrough Guide*

This guide is designed to help you assess the level of commercial influence in your local school. The questions below provide an excellent starting point in your research process. All the information you are seeing is public information. The walk-through will take 1-2 hours. For more information about commercial influence in schools see <http://www.earthleaders.org/psf/commercialization> or call (503) 227-2315.

**Please send a completed copy of the walkthrough to Psychology for a Sustainable Future c/o the Center for Earth Leadership, 319 SW Washington St., Suite 400, Portland, OR 97204.**

School Name \_\_\_\_\_ Date \_\_\_\_\_

Your Name \_\_\_\_\_

Phone Number \_\_\_\_\_ E-mail \_\_\_\_\_

### Observations...

Inside the building, are there posters, signs, or other materials that include corporate names or logos, or ads? If so, how many are there? Where are they located? What are the names of the companies? Be sure to tour a variety of areas within the school (e.g. hallways, main office, social studies classroom, science classroom, cafeteria, the computer lab, sports fields, gyms).

Observations: \_\_\_\_\_  
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- |   |                              |                             |
|---|------------------------------|-----------------------------|
| Vending machines with advertising on the sides? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Banners in gyms or hallways?                    | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Corporate logos or ads on scoreboards?          | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Advertisements around a sports field?           | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Other? _____                                    | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

### Questions to ask students...

- Have you ever received free products, such as deodorant, from a manufacturer while at school?

Yes       No

If yes, what are some examples? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

➤ Have you ever participated in a fundraiser (e.g. McTeachers' Night, Pizza Hut night, Burgerville night) for school that was sponsored by a fast food chain?

Yes       No

If yes, what are some examples? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

➤ Have you ever been involved with a school-sponsored fundraiser that involved selling products to family members and neighbors?

Yes       No

If yes, what are some examples? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

➤ Are you offered incentives or other free products as part of commercially sponsored fundraisers?

Yes       No

If yes, describe. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

➤ Is Channel One shown at your school?       Yes       No

If yes, what advertisements have you seen on Channel One? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

➤ Does your school make available or distribute book covers, calendars, or other items that have logos or brand names on them?       Yes       No

If yes, what are some examples? \_\_\_\_\_  
\_\_\_\_\_

➤ Have you ever participated in a contest or activity sponsored by a business while at school?

Yes       No

If yes, what are some examples? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

➤ Are you aware of any donations made by a business to your school?

Yes       No

If yes, what are some examples? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

➤ What are your general feelings about commercial influence in your school? What are your thoughts about commercial influence directed at children?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**Questions to ask a school administrator...**

➤ Does the school have written policies about commercial activities, advertising, or commercially sponsored education materials (lesson plans, videos, or other teaching aides donated by companies or industry groups)?  
 Yes (ask for a copy of the policies)     No

➤ Does your school or school district have an exclusive contract with a beverage bottling company?  
 Yes (ask for a copy of the contract)     No

If yes, are there provisions in the contract that encourage the sale of larger portion sizes?

Yes     No

Does the contract require a certain number of vending machines to be in school facilities?

Yes     No

Are there restrictions on the hours of operation for the vending machines?

Yes     No

Are there nutritional requirements for items sold in vending machines?

Yes     No

Approximately how much revenue is generated annually in commissions from the sale of beverages?  
\$ \_\_\_\_\_

Approximately how much money did the company pay the school in addition to commissions?  
\$ \_\_\_\_\_

➤ Does the school contract with outside vendors to sell branded fast food in the cafeteria?  
 Yes     No

If yes, describe. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

➤ What fundraisers and contests does your school participate in? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

➤ How does the school make decisions about which fundraisers to participate in?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

➤ Does the school have any corporate partners or sponsors?  Yes  No  
If yes, with which companies and what does the partnership provide for? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How is the corporate sponsor recognized in your school and/or the community?  
\_\_\_\_\_  
\_\_\_\_\_

Do the sponsors distribute free products to students (e.g. t-shirts, coupons, bookmarks) with company names or logos on them?     Yes     No

Does the school receive donations of equipment or supplies from corporations?  
 Yes     No

If yes, do these items have a company logo or advertisement on them?  Yes  No

What are some examples? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is the approximate monetary value of the corporate participation in your school?

\$ \_\_\_\_\_

➤ Does your school have a contract with Channel One?  Yes  No

When does the contract expire? \_\_\_\_\_

➤ Does your school provide students with book covers, calendars, or other items that feature advertisements or logos?  Yes  No

If yes, what are some examples? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

➤ What are your general feelings about commercial influence in your school? What are your thoughts about commercial influence directed at children?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

➤ What forms of commercial influence would you like to see addressed at your school?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**Questions to ask teachers and staff...**

➤ What types of commercially sponsored educational materials (lesson plans, presentations, videos, brochures, posters) occur in the school?

Curriculum or visual aids sent to teachers?  Yes  No

Presentations in classrooms by industry representatives?  Yes  No

Field trips sponsored by businesses?  Yes  No

Is there a committee that reviews these materials?  Yes  No

Have you ever received unsolicited supplementary curriculum materials or offers for fieldtrips or presentations from companies or trade associations?  Yes  No

If yes, what are some examples? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

➤ Have you received materials, free samples, or clothing items from businesses to distribute to students?

Yes  No

If yes, what are some examples? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Did these items have company logos or advertisements on them? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

➤ Are you offered incentives as part of commercially sponsored fundraisers such as the Scholastic Book Fair?  
 Yes       No  
If yes, what are some examples? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

➤ What are your general feelings about commercial influence in your school? What are your thoughts about commercial influence directed at children?  
\_\_\_\_\_  
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➤ What forms of commercial influence would you like to see addressed at your school?  
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\_\_\_\_\_

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**Questions to ask parent or Parent Teacher Association/Organization officer...**

➤ Were you notified by your school or district before a decision was made about whether or not to sign an exclusive contract with a beverage bottling company such as Pepsi or Coke?  
 Yes       No

➤ Have fliers featuring logos or advertisements been sent home by your child's school?  
 Yes       No  
If yes, what are some examples? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

➤ What kinds of school related fundraisers (e.g. McTeachers' Night, Pizza Hut night, Campbell's Labels for Education, General Mill's Box Tops for Education) have you been invited to participate in?  
\_\_\_\_\_  
\_\_\_\_\_

➤ What are your general feelings about commercial influence in your school? What are your thoughts about commercial influence directed at children?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

➤ What forms of commercial influence would you like to see addressed at your school?  
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\_\_\_\_\_

\*\*\* This questionnaire was adapted from a walk-through designed by the Citizens Campaign for Commercial-Free Schools ([www.scn.org/cccs/](http://www.scn.org/cccs/)).