

Exploitative Advertising

Commercial schemes target children as a captive audience. School children cannot turn down the sound or walk out of the classroom when the ads come on or the logos appear.

The Department of Education and Science state that parents should not be told to direct their spending towards any particular product or company. (Circular 38/91) Yet many commercial schemes seek to generate “pester power” among school children to influence household purchasing decisions.

We believe the quality of education available to your child should not depend on where you shop or what newspaper you read.

Inserting a prescribed commercial message into classrooms is to contaminate the learning process and place the brand rather than the student at the heart of the lesson.

Revised Primary Curriculum - SPHE

“The child should be enabled to
- become aware of the different forms of advertising, its purpose and the messages it promotes.
- become increasingly critical and discerning in his/her own attitude to advertising and the techniques used to promote products, life-styles and ideas” (1999).

What can be done

Visit our website to find:

- Commercial Scheme Evaluations
- Arguments Against Commercialism
- Curriculum Guidelines
- Commercial Free Schools
- Discussion Forum

Raise this issue with your staff, Board of Management or parent body.

Table a motion on Commercialism at your I.N.T.O. branch.

Join our grassroots campaign through our website and meetings to offer your ideas.



Campaign for Commercial Free Education

www.commercialfreeeducation.com
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EVERY LITTLE HELPS





**Tesco Ireland
Computers for Schools**



**Independent Media
Building for the Future**



**SuperValu
Kids in Action**

€ 261,600

worth of shopping for

€ 10,312

worth of newspapers to

€ 3,950

worth of shopping for

One Computer?

***Enter a
Competition?***

One Football?

Ireland is below the EU average in student computer ratio (source: NCTE 2002)
Tesco responds to this under funding by demanding schools generate €261,600 worth of revenue to obtain an Apple iMac (RRP €1,400). We say it's "Very Little Help".
The company website suggests: "Why not use vouchers for counting practice in Maths classes..."

To enter the competition, schools must reach a quota of 25 tokens **per pupil** from Independent Media newspapers.
A school with 250 pupils must produce 6,250 tokens in order to take part. This can be as much as €10,312.50 in newspaper purchases.
We recognise the hard work of pupils and teachers on these projects, but condemn the entry fee.

1999 Revised P.E. Curriculum launched.
2002 PE Equipment grant to schools is cut.
2005 ESRI state "...sports facilities in schools, and perhaps especially in primary schools, need to be improved..."
2006 SuperValu launch Kids in Action, offering a Gaelic football (RRP €18) in return for €3,950 worth of shopping.

