



ORIGINAL



January 26, 2006

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Via Hand Delivery

Michael O. Leavitt, Secretary
U.S. Dept. Of Health and Human Services
200 Independence Ave. S.W.
Washington, D.C. 20201

Deborah Platt Majoras, Chairman
Federal Trade Commission
600 Pennsylvania Ave.
Washington, D.C. 20580

Re: Channel One Healthy Lifestyle Initiative

Dear Secretary Leavitt and Chairman Majoras: P034519

We have reviewed with interest comments submitted to the Federal Trade Commission (FTC) and the Department of Health and Human Services (HHS) during this summer's workshop on Marketing, Self-Regulation and Childhood Obesity, considering the relationship between advertising and obesity. While we realize that the comment period for submissions on the workshop has closed, we wanted to share with you information on some of the recent initiatives developed by Channel One to promote healthy lifestyles. Since there will likely be ongoing discussions on the role of media providers and advertisers in obesity, and broader discussions about commercialism in schools, we hope that this letter provides useful background as the FTC continues to consider these issues.

Background

By way of background, Channel One is the award-winning provider of free, advertising-supported news programming reaching over 7 million students and 350,000 educators. We are told by teachers that Channel One News is typically the only source of news and information programming covering current events that is reliably aired to teens, who typically do not either watch news programs on television or read newspapers at home.

As part of our service, Channel One also provides participating schools with a technology package that includes a dedicated satellite dish, a head-end unit with two centralized VCRs, and television sets (approximately one unit per 23 students in grades 6 - 12). Our news programming is underwritten by the sale of two minutes of advertising time. In addition to our daily news programming, a second programming stream, Channel One Connection (C1C), provides up to 250 hours of commercial-free, educational programming correlated to core curricula per year (90 minutes per day during the school year) to participating schools. The volume of this programming makes Channel One the largest source of instructional video programming for secondary schools in the country.

Additional support for the learning experience available through Channel One News is provided through ChannelOneNetwork.com, our website developed especially for teachers and parents. It includes lesson plans and other resources. ChannelOne.com is our teen-directed

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website that supports and enhances our news program, offering news, games, quizzes, and other interactive content.

Channel One is proud to have received over 200 awards for excellence in its over 15 years of operation. A partial list is attached.

Like other traditional over-the-air broadcast or cable companies, our news program is made possible by the support we receive from advertisers and sponsors. Advertising on Channel One must be truthful and not misleading or deceptive. It must also be tasteful and appropriate for the teenage audience and educational setting in which our program is aired. This means that under our internal guidelines we would not accept ads for products unsuitable for teens and young adults, like motion pictures or video games whose ratings make them unsuitable for teens, as well as prescription drugs, alcohol or tobacco products, and the like. We accept advertisements and sponsorships for our program and websites from producers of products and services that are appropriate for our audience, such as sports equipment, movies and video games, electronic equipment and services, and food.

Channel One has a long history of educational and public service initiatives developed especially for students. For example, this fall we partnered with the Knight Foundation to increase students' awareness of the First Amendment and its importance to this country, airing an in-depth three-part series focusing on the First Amendment. The series featured an interview with Senator Robert Byrd (D- WV), sponsor of a bill creating Constitution Day, Q&As with Justices O'Connor and Breyer and teens, and a "pop quiz" on the First Amendment. We have also worked with the National Governors Association to enhance awareness and response about an online survey project they were sponsoring on "senioritis" and school reform. In addition to these and other initiatives, Channel One devotes millions of dollars to public service announcements. In 2005, our total of \$30 million in PSAs included over \$1 million for tsunami relief, over \$3 million for hurricane relief, almost \$1.5 million for the Department of Education's Hurricane Help for Schools, over \$1.7 million for "Do Something," almost \$.5 million for the Knight Ridder First Amendment program, and \$.5 million for the National Association of Secondary Principals' "Spirit of Community" award.

One Step to a Better Me

Given our focus on and commitment to bringing news and information to secondary school students, we have considered various initiatives to help promote and support a healthy lifestyle. This fall, Channel One launched a multi-faceted, multi-media healthy lifestyle initiative that we call "One Step to a Better Me™." The program, sponsored by Subway, features long-form editorial on-air segments on how to have a healthy lifestyle. One segment also featured a formerly overweight teen who became interested in cooking, lost over 70 pounds, and plans a career in the food industry. The editorial materials are backed up by Channel One Connection videos and lesson plans for educators. The One Step program also features weekly one-minute tips about nutrition, exercise, etc. Nutrition-oriented one minute tip segments feature nutritionist Carrie Wiatt. One minute tip segments that highlight exercise often feature sports personalities, like tennis star Anna Kournikova, Tony Gonzalez of the Kansas City Chiefs, and

others to help inspire students with the program's message about the importance of exercise and an active lifestyle.

Comprehensive supporting materials on diet, exercise, nutrition and health geared to teens are posted at the ChannelOne.com website. They include several features that allow students to personalize their own diet and health plan. The tools we offer include a food/activity journal, a Body Mass Index calculator, and an activity (calorie) calculator. We offer interactive materials, including quizzes, on topics such as the new food pyramid, understanding food labels, diabetes risks and eating disorders. There is also an interactive game on our website featuring common objects to assist students in identifying appropriate portion sizes for different foods.

The best way to understand the scope of the Channel One's "One Step to a Better Me" program is to see examples of this offering. We therefore enclose a videotape for each of you that includes several segments from our One Step program. More information is available at our website.

Conclusion

As noted above, while we know that the comment deadline for submittals related to the workshop this summer has passed, we are proud that the One Step program is available to the over 7 million students and 350,000 teachers who participate in the Channel One Network. Because our audience is 10 times larger than the teenage audience for the five cable news networks and the evening newscasts of ABC, CBS and NBC combined, we offer an unparalleled vehicle to reach students with healthy lifestyle messages. We would be happy to discuss with you further ways in which Channel One might support the healthy lifestyle initiatives you are considering.

Very truly yours,

Judy Harris

Enclosures

cc: Richard Kelly
Michelle Rusk
Jennifer Bishop

① Channel One News™
AWARDS

2006

The New York Festivals

Inside the Gaza Pullout – Finalist

Suffering of Sudan – Gold World Medal

2005

The Webby Awards

ChannelOne.com - The Webby Award/Youth Category

ChannelOne.com - The People's Voice Award/Youth Category

2004

George Foster Peabody Awards

Suffering of Sudan

Telly Awards

Suffering of Sudan – Bronze Statuette

2003

Telly Awards

The Day It All Changed – Bronze Statuette

Secret Nation – Bronze Statuette

Special Edition: Attack on America – Silver Statuette

Bullies – Bronze Statuette

Hugo Awards

Secret Nation – Gold Plaque

① Channel One News™

AWARDS

2002

The Webby Awards

Best Kids Web Site – People's Voice Award

The New York Festivals

The Day It All Changed – Bronze World Medal

Special Edition: Attack on America – Gold World Medal

Broadcast Design Awards

Best News Set Design – Silver Medal/Top Honors

2001

American Women in Radio and Television

Fighting for Air Time – Gracie Award

New York Festivals

Beautiful Country – Silver Medal Award

2000

International Documentary Association

The Power of One – 2000 Television Magazine Segment Award Winner

American Women in Radio and Television

Six Generations, Gracie Award

Justice For All, Honorable Mention

New York Festivals

Justice For All – Teen Programs, Silver World Medal

Hard Time – Teen Programs, Finalist

Chicago International Television Competition

The Power of One - Children's Programs, Silver Hugo

Depression – Children's Programs, Gold Plaque

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AWARDS

National Association of Hispanic Journalists (NAHJ)
Cesar Chavez: A Legacy of Hope – Television Feature Award Winner

Genesis Awards
Fading Fast – Commendation Award

Prism Awards
Drug Court – Commendation Award, Children's Live Action Series or Special

Telly Awards
Drug Court, Silver Statuette
Justice For All, Bronze Statuette
Depression, Bronze Statuette

Imagen Foundation
Hero Street – Children's Programming, Imagen Award

Broadcast Designer's Association
Cousteau - On-air News Program Opens, Bronze

1999

New York Festivals
Anatomy of a Shooting – Teen Program Series, Bronze WorldMedal
Hezbollah – Coverage: On Going Story, Finalist

National Educational Media Network
Who Really Shot JFK, Gold Apple
Shadow of Fear, Bronze Apple
The Long Road to Freedom, Bronze Apple

International Documentary Association
Justice For All – 1999 Television Magazine Segment Award Winner

National Association of Black Journalists (NABJ)
Justice For All – First Place, Features Division

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AWARDS

Telly Awards

Surviving Divorce, Silver Statuette
Shadow of Fear, Bronze Statuette
Hard Time, Bronze Statuette
Anatomy of a Leak, Bronze Statuette

Chicago International Television Competition

Surviving Divorce - Children's Programs, Silver Plaque

Prism Awards

Science of Addiction – Commendation Award, Children's Live Action Series or Special

RIAS / RTNDF Berlin Commission Awards

Shadow of Fear – Second Place, Television Division

Genesis Awards

Return to the Wild – Children's Programming, Special Award

Shine Awards

Mothers Too Soon – Children's Programming, Finalist

National Alliance for the Mentally III

Depression – 1999 Outstanding Public Education Broadcast Media Award

1998

The Association for Women in Communications

Northern Ireland - Television Children's Educational Program, Clarion

Broadcast Designer's Association

Hacienda - Set Design, Gold
Heroin - Series Open, Silver
Children of War - Open, Silver
Era of a Deal - Animations, Bronze
Buzz Lightyear - Open, Bronze

Gabriel Awards

Teacher of the Year - National Broadcast News, Gabriel

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AWARDS

Shine Awards

Teen Dads - Children's Programming, Finalist

National Association of Black Journalists (NABJ)

Clash at Central, Third Place

Telly Awards

Cuban Missile Crisis, Silver Statuette

Northern Ireland, Bronze Statuette

Nuclear Waste, Bronze Statuette

Children of Divorce, Bronze Statuette

National Educational Media Network

Before I Sleep, Gold Apple

Clash at Central, Silver Apple

Northern Ireland, Bronze Apple

Nuclear Waste: Hanford, Bronze Apple

Cuban Missile Crisis, Bronze Apple

Chicago International Television Competition

Clash at Central - Children's Programs, Gold Plaque

Nuclear Waste: Hanford - Investigative Reporting, Silver Plaque

Before I Sleep - Documentary-Social/Political, Certificate of Merit

The Cuban Missile Crisis - Educational, Certificate of Merit

New York Festivals

Heroin - Young Adult Program Series, Gold WorldMedal

Rwanda, One Zone - Coverage: On Going Story, Silver WorldMedal

Foul Play?: A Look at Child Labor - Investigative Reporting Series, Finalist

Learning Disabilities: Dyslexia - Teen Programs Series (Ages 13-17), Finalist

Florida Film Festival

Before I Sleep, Grand Jury Award for Best Documentary Feature

Columbus Film and Video Festival

Before I Sleep, Bronze Plaque

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AWARDS

1997

National Educational Media Awards

Iran vs. Metallica, Silver Apple
Ali, Bronze Apple
Eating Disorders, Bronze Apple
Should Small Pox Be Eradicated?, Bronze Apple

American Women in Radio and Television

Ali, Gracie Award

Nancy Susan Reynolds Award

Before I Sleep - Children's Programming, Finalist

Telly Awards

Ali, Silver Statuette
Special Edition: Suicide Bombers, Silver Statuette
Hate Crimes, Bronze Statuette
Antarctica, Bronze Statuette
Silent Sentry, Bronze Statuette
Eating Disorders, Bronze Statuette
Suburban Gangs, Bronze Statuette
Life on Mars, Bronze Statuette

New York Festivals

Teens With Cancer - Teen Programs (ages 13-17), Gold Medal
Drinking and Driving - Teen Programs (ages 13-17), Silver Medal
Chernobyl: Ten Years Later - Best News Documentary/Special, Finalist Certificate
Special Edition: Smoking - Inserts/Investigative Report, Finalist Certificate
Alaska Drilling, Anwar - Nature and Wildlife, Finalist Certificate
Hate Crimes - Teen Programs (ages 13-17), Finalist Certificate

Broadcast Designer's Association

The Hacienda - Scenic News Set: National/International, Gold
Special Edition: Plutonium Smuggling - On-air News Program Opens, Gold
Special Edition: Why Gangs? - On-air News Program Opens, Silver
Student Produced Week: Wires - Student Faculty Animation & Design, Silver
Special Edition: Death of a Peacemaker - On-air News Program Opens, Bronze

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AWARDS

1996

WorldFest - Houston International Film Festival

- Children of Divorce* - Family Matters, Silver Star
Special Edition: Rwanda - Background of Single Current News Story, Silver Star
Loud Music and Hearing Loss - Children's Programming, Silver Star
Abusive Relationships - Women's Issues, Silver Star
Gorillas of Rwanda - Nature and Wildlife, Silver Star
Teen Dads - Human Sexuality, Silver Star
D-Day Re-Creation - Television Special - Children, Bronze Star
Homeless in America - Social/Economic Issues, Bronze Star
Special Edition: Haiti on Patrol - Single Current News Story, Bronze Star
Substance Abuse - Substance Abuse, Finalist
Special Edition: Chechnya - Background of Single Current News Story, Finalist

National Educational Media Awards

- Teen Dads*, Gold Apple
Plutonium Smuggling, Gold Apple
Getting Into College, Silver Apple
Death of a Peacemaker: Rabin Assassination Coverage, Silver Apple
Special Edition: Chechnya, Bronze Apple
Loud Music and Hearing Loss, Bronze Apple
School Prayer, Bronze Apple

Telly Awards

- School Prayer*, Silver Statuette
Living with HIV, Bronze Statuette
Death of a Peacemaker: Rabin Assassination, Bronze Statuette
Return to Vietnam, Bronze Statuette
Teens with Cancer, Bronze Statuette

New York Festivals

- Living with HIV* - Teen Programs, Gold Medal
Plutonium Smuggling - International Television Programming, Silver Medal
Gorillas of Rwanda - International Television Programming, Silver Medal
Homeless in America - Social Issues, Finalist

Nancy Susan Reynolds Award

- Teen Dads* - Children's Programming

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AWARDS

Chicago International Film Festival

Abusive Relationships - Children's Programming, Gold Hugo
Teen Dads - Children's Programming, Silver Hugo
Living with HIV - Children's Programming, Gold Plaque
Loud Music and Hearing Loss - Children's Programming, Silver Plaque

Broadcast Designer's Association

Channel One Student Produced Week, International Gold
Channel One D-Day Re-Creation Broadcast, International Gold
Special Edition: Channel One Goes to Prison, Silver
Violence in Sports, Bronze
Mr. Light Warp, Bronze
Artiste, Bronze
Doors and Drawers, Bronze
Pop Quiz, Bronze
Information Highway, Bronze
Special Edition: Face-off In, Bronze

1995

Chicago International Film Festival

D-Day Re-Creation, Silver Hugo
Drinking and Driving, Gold Plaque

American Women in Radio & Television

Children of Divorce, Commendation Award

National Educational Media Awards

Nuclear Proliferation - Classroom History, Gold Apple
Just Like U.S.: The Export of U.S. Culture - Classroom Social Studies, Silver Apple
Drinking and Driving - Classroom Health, Bronze Apple
Rwanda Series - Classroom Social Studies, Bronze Apple

New York Festivals

Special Edition: Rwanda - Int'l Television Programming, Silver
D-Day Re-Creation, Finalist Certificate
Drinking and Driving, Finalist Certificate
Islamic Revolution, Finalist Certificate

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AWARDS

Broadcast Designer's Association

The Hacienda, International Gold Award

Sexual Harassment, Bronze Award

Animal Rights, Bronze Award

Endangered Species, Bronze Award

Telly Awards

D-Day Re-Creation, Silver Statuette

Ireland: The Troubles, Bronze Statuette

Nuclear Proliferation, Bronze Statuette

Special Edition: Rwanda, Bronze Statuette

Rwanda Series, Bronze Statuette

Homeless in America, Bronze Statuette

China, Bronze Statuette

Special Edition - Haiti on Patrol, Bronze Statuette

1994

American Women in Radio and Television

Sexual Harassment, Commendation Award

Teen Pregnancy, Honorable Mention

Women in Leadership, Honorable Mention

Chicago International Film Festival

Assignment: Sarajevo - News Documentary, Silver Plaque

Lessons of the Holocaust - Children's Programs, Silver Plaque

The Crumbling Empire - Children's Programs, Certificate of Merit

New York Festivals

Lessons of the Holocaust - Int'l Television Programming, Silver

Special Edition Attack on Iraq - Coverage: Breaking News Story, Silver Medal

WorldFest - Houston International Film Festival

Steroids - Substance Abuse, Silver Star

Teen Pregnancy - Human Sexuality, Silver Star

Science of AIDS - Medical/Health, Bronze Star

Sexual Harassment - Women's Issues, Bronze Star

Breaking the Silence - Children's Abuse, Bronze Star

Assignment: Sarajevo - Documentary, Finalist

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AWARDS

National Educational Film & Video Festival

- Lessons of the Holocaust* - World History/Cultures High School, Silver Apple
Science of AIDS - AIDS & STDs: High School, Bronze Apple
Kennedy Assassination - US History: High School, Silver Apple
Teen Pregnancy - Human Sexuality: High School, Bronze Apple
Islamic Revolution - International Issues: High School, Bronze Apple

National Council on Crime and Delinquency

Juvenile Justice - Pass Award

Telly Awards

- Lessons of the Holocaust* - Documentary, Silver
Kennedy Assassination - Documentary, Bronze
Tracing Roots - Documentary, Bronze
Death Row Teens - Social Issues, Bronze
Steroids - Children's Program, Bronze

Broadcast Designer's Association

- The Hacienda* - Scenic/News Set
Animal Rights - On-Air/Full Screen Animated Graphics
Endangered Species - On-Air/Full Screen Animated Graphics
Sexual Harassment - On-Air/Full Screen Animated Graphics

1993

George Foster Peabody

- A Decade of AIDS* - Award of Significant and Meritorious Achievement

Broadcast Designer's Association

- A Decade of AIDS*, Silver
Channel One Hacienda - Set Design, Bronze

National Educational Film and Video Festival

- Breaking the Silence* - Abusive Relationships, Gold Apple
Eating Disorders - Physical & Emotional Challenges, Silver Apple
College Life - Careers: College Information, Silver Apple
G-Force and Jets - Physical Sciences, Silver Apple
Somalia - Social Studies, Silver Apple
Malcolm X - Children's News/Magazine Shows, Bronze Apple
Hollywood: The Movie Business - Performing Arts, Bronze Apple
China Today - International Issues, Bronze Apple
South Central - Society's Concerns, Bronze Apple

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AWARDS

New York Festivals

Special Edition Attack on Iraq - Coverage of Breaking News Story, Silver Medal
Lessons of the Holocaust - Teen Specials, Silver Medal

Broadcast Designer's Association

Channel One Set, Silver Award
Earth Alert, Bronze Award
A Decade of AIDS, Silver Award

Telly Awards

Malcolm X - Educational, Silver
Eating Disorders - Educational, Bronze
Somalia - News Feature, Bronze

American Women in Radio and Television

Eating Disorders, Honorable Mention
AIDS: Krista Blake Story, Honorable Mention

1992

Media Access Awards

Learning Disabilities - Children's Programming, Award of Excellence

Telly Awards

Sharing Freedom, Silver

1991

National Mental Health Association

Learning Disabilities - Network Television Programming, Second Place

Broadcast Designer's Association

Channel One Set, Silver

PRODUCTS/SERVICES ADVERTISED ON
CHANNEL ONE NEWS DURING 2005

<u>PRODUCT/SERVICE</u>	<u>PERCENTAGE OF</u> <u>2005 CHANNEL ONE ADVERTISING</u>
Isotonics	5.8
Confection and Snack Food	8.3
Video Games	10.4
Entertainment	14.4
Health & Beauty Aids	12.6
Quick Service Restaurants	1.6
Military	22.9
Anti-Tobacco	1.1
Telecommunications	17.2
Other Government Agencies	5.5
Miscellaneous	0.2