

**ALEC EXPOSED**

"ALEC" has long been a secretive collaboration between Big Business and "conservative" politicians. Behind closed doors, they ghostwrite "model" bills to be introduced in state capitols across the country. This agenda-underwritten by global corporations--includes major tax loopholes for big industries and the super rich, proposals to offshore U.S. jobs and gut minimum wage, and efforts to weaken public health, safety, and environmental protections. Although many of these bills have become law, until now, their origin has been largely unknown. With **ALEC EXPOSED**, the Center for Media and Democracy hopes more Americans will study the bills to understand the depth and breadth of how big corporations are changing the legal rules and undermining democracy across the nation.

**ALEC's Corporate Board**  
--in recent past or present

- AT&T Services, Inc.
- centerpoint360
- UPS
- Bayer Corporation
- GlaxoSmithKline
- Energy Future Holdings
- Johnson & Johnson
- Coca-Cola Company
- PhRMA
- Kraft Foods, Inc.
- Coca-Cola Co.
- Pfizer Inc.
- Reed Elsevier, Inc.
- DIAGEO
- Peabody Energy
- Intuit, Inc.
- Koch Industries, Inc.
- ExxonMobil
- Verizon
- Reynolds American Inc.
- Wal-Mart Stores, Inc.
- Sall River Project
- Altria Client Services, Inc.
- American Bail Coalition
- State Farm Insurance

For more on these corporations, search at [www.SourceWatch.org](http://www.SourceWatch.org).

**DID YOU KNOW?** Corporations VOTED to adopt this. Through ALEC, global companies work as "equals" in "unison" with politicians to write laws to govern your life. Big Business has "a VOICE and a VOTE," according to newly exposed documents. **DO YOU?**

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**Channel One Resolution**

**WHEREAS**, the Channel One Network produces a world class news program of the highest quality which is viewed by over eight million students throughout the United States in over 12,000 schools; and

**WHEREAS**, in addition to the news programs, Channel One provides schools with educational content and services valued at over \$425 million a year; and

**WHEREAS**, students in Channel One schools have the opportunity to utilize television equipment provided by the company in unique and creative ways including the production and broadcast of their own student news programs; and

**WHEREAS**, Channel One News has received over two hundred educational and journalism awards for programming content including the prestigious George Foster Peabody award; and

**WHEREAS**, teachers who use Channel One have instant access to teaching guides and classroom materials on how to "teach the news" and can download hundreds of educational films and videos; and

**WHEREAS**, all of this important educational material is available to participating schools throughout the nation at no cost; and

**WHEREAS**, educators including members of local school boards, superintendents, media specialists and teachers continue to express their strong support for the use of Channel One in classrooms by renewing their contracts with the Channel One Network at annual rate of over 99%; and

**WHEREAS**, Channel One supports and partners with Mothers Against Drunk Driving, the National Campaign to Prevent Teen Pregnancy, the Partnership for a Drug Free America, the National Center for Missing and Exploited Children, the National Mental Health Awareness Campaign by providing millions of dollars of free advertising; and

**WHEREAS**, these public service messages reach secondary school students with critical prevention information about health and safety issues that affect teens including underage drinking, school violence, substance abuse and mental health,

**THEREFORE, BE IT RESOLVED** that the American Legislative Exchange Council (ALEC) hereby recognizes and commends the important **public private partnership** that exists between the Channel One Network and local educators throughout the nation and further states that the decision of whether to partner with Channel One and utilize this important resource is best made by local educators with input from students, parents, teachers, principals and administrators in the local community.

**Adopted by ALEC's Education Task Force at the Annual Meeting August 8, 2002.**  
**Approved by full ALEC Board of Directors September, 2002.**

Did you know that an online for-profit school company was the corporate co-chair in 2011?

From CMD: This "model" resolution supports the use of the commercial broadcaster Channel One in public schools. Channel One News creates a daily 12-minute newscast targeted at teens in schools, including two minutes of advertising from corporate sponsors for this captive audience. Channel One says that its ad revenue from corporations allows it to offer its news service to schools for free. Its "sponsorship" categories are "apparel, entertainment, health/beauty, beverages, electronics, retail and the U.S. government (military recruitment)." Channel One was discussed in a Senate Finance Committee report about notorious (and subsequently convicted criminal) lobbyist Jack Abramoff's "Use of Tax-Exempt Organizations," noting that Abramoff urged Americans for Tax Reform's (ATR's) Grover Norquist to join him in doing an op-ed in support of Channel One, after it was criticized by Ariana Huffington, Ralph Nader, and others. Jeffrey Ballabon, who was then the executive vice president of Primedia Inc.'s Channel One, told Abramoff he wanted to "get credit from the Pentagon public affairs dept & then from ONDCP (office of drug policy) & then from minority groups, &c &c . . . & Grover & CAGW (Citizens Against Government Waste) & Rabbi Lapin (the head of "Toward Tradition"). . . . we should get these guys crazy! & lots & lots of interviews w/members of Congress!" Abramoff responded to Channel One by getting an op-ed in the works "by Peter Ferrara (the chief tax counsel at ATR and former fellow of Heritage and Cato) which deals with the cost to taxpayers issue. He'll have a draft real fast for us. I'll run it in the *Investors Business Daily*, and probably reprinted in *Human Events*." Ballabon asked Abramoff to get Norquist to "blast" the coalition (against Channel One). Abramoff did so and then Norquist penned an op-ed for the *Washington Times* titled "Tuning in to Channel One." Abramoff subsequently agreed to pay Ferrara \$3,000 to do an "economic analysis" related to Channel One, along with press interviews. The Senate report also indicates that Abramoff offered \$1,500 to Norquist to do an op-ed for Channel One and Norquist agreed as long as Abramoff drafted it for him. He also said he would push to get it published in the *Washington Times* and *Investors Business Daily* and "share it with all our state groups." The Senate investigation reveals that other money flowed to commentators for Channel One via Abramoff. (These commissioned PR talking points should be compared with this resolution.)

**About Us and ALEC EXPOSED.** The Center for Media and Democracy reports on corporate spin and government propaganda. We are located in Madison, Wisconsin, and publish [www.PRWatch.org](http://www.PRWatch.org), [www.SourceWatch.org](http://www.SourceWatch.org), and now [www.ALECExposed.org](http://www.ALECExposed.org). For more information contact: [editor@prwatch.org](mailto:editor@prwatch.org) or 608-260-9713.