

## Message to FCC

June 5, 2009

To whom it may concern:

We feel that the marketing onslaught aimed at our kids and grandkids, which are barraged almost 24x7 with media messages & commercials, are way too violent and sexualized and must be stopped.....!

The horrible idea to make money filling our children's heads with yet more commercials while they are on their way to and from school is absurd and has to be stopped! It's called "Bus Radio". This is just one more example of commercializing childhood with messages we have little control over.

We need to reduce our children's exposure to **Bratz Dolls** and getting **Scholastic Books** to stop selling toys at our school-based book fairs; these are just two examples. We were recently at our children's book fair, and Scholastic still has way, way too much High School Musical and other branded stuff that is not literature or even reading really, much less good reading, in my opinion--the teachers in our group don't approve of this stuff at all and would love to see it gone.

In our opinion Bus Radio is a bad idea, and I am helping by lending my voice----sending this message to you, the FCC.

If our youngsters continue to be awash in commercials for brands not always in their best interest for the sake of someone's profit, we have only ourselves to blame. So, we are opposed to this commercial onslaught aimed at our kids and grandkids.

Thank you for listening to our comment and opinion.

Joyce and John Parmentier, grandparents to 3 ages 3, 8 and 11.  
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