



Campaign for a Commercial-Free Childhood

Annual Report

July 1, 2013 - June 30, 2014



## Dear CCFC Supporter,

As you'll see in these pages, CCFC had another banner year protecting children from the harmful practice of child-targeted marketing. What you don't see is equally important. Behind the scenes, CCFC is significantly strengthening and expanding its infrastructure.

This year, CCFC formed its inaugural Board of Directors to ensure the organization's long-term sustainability. We are volunteers from diverse backgrounds and professions who share a commitment to work hand-in-hand with CCFC's small, amazing staff toward fulfilling its vital mission. We are each deeply concerned about the commercialization of childhood and collectively proud to be part of an organization that consistently and effectively stands up to powerful, multinational corporations determined to exploit children for profit.

Our work would not be possible without your support, so I want to personally thank you for being there for us and hope that we can continue to count on you in our ongoing efforts to reclaim childhood from corporate marketers.

Sincerely,



Kevin Lee Hepner  
Chair, Board of Directors



**CCFC Board of Directors**  
(top row left to right):  
Doreen Downs Miller,  
Nathan Dungan, Ranae  
DeSantis, Kevin Lee Hepner,  
Jan Emlen, John C. Mack.  
(bottom row left to right):  
Susan Linn, Tim Kasser,  
Dipesh Navsaria



## Dear Friend,

What does “commercial-free childhood” mean to you? For me, it’s a childhood where children’s play is shaped by life experiences, hopes, and dreams—not dictated by what’s on a screen. Where kids, not corporations, invest toys with life and meaning. Where children attend schools free of any advertising. Where parents wheel toddlers down grocery aisles free from the siren song of cartoon superstars. Where the wellbeing of children trumps the bottom line.

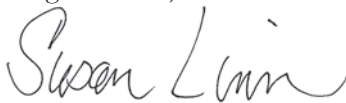
CCFC’s work is more important than ever. Marketers continually devise new and more insidious ways to target kids. Today’s explosion of digital technologies affords more direct access to ever younger children. And the lines between commercial and non-commercial, non-profit and for-profit are blurring. Schools and other organizations serving kids are increasingly commercialized, lured by the promise of corporate cash or free equipment and services.

I’m proud that CCFC is stepping up to meet these uniquely 21st-century challenges. Amid growing concern about the amount of time children spend with digital games, TV, and videos, we created a new staff position devoted to reducing children’s screen time and promoting play. And we had a major victory in our campaign to stop the false and deceptive marketing of screen media as educational for babies.

We’re building new and powerful coalitions that put children first. By working together, we defeated an initiative to allow schools to turn over children’s most personal information to companies like Amazon and Dell without any guarantee that the data would be safeguarded. We also helped stop the world’s largest toy company from selling kids on big oil.

We owe our growth, our strength, and our successes to you. Thanks so much for helping us stand up to corporations whose “kid-marketing” ruthlessly deprives children of the kind of childhood we all know they deserve.

With gratitude,



Susan Linn, EdD  
Executive Director



# Girl Scouts Deserve Better Than Barbie

The Girl Scouts of the USA (GSUSA) have always been a powerful force for good in the lives of girls. Parents trust the Girl Scouts to provide positive role models and foster their daughters' healthy development. That's why CCFC, along with the Center for a New American Dream, urged GSUSA to end its \$2 million partnership with Mattel to promote the Barbie brand.

The quintessential fashion doll is now featured prominently in the "For Girls" section of [girlscouts.org](http://girlscouts.org), which includes a Barbie-themed web game that is little more than an interactive ad. Daisies and Brownies are encouraged to wear a Barbie patch, transforming their previously commercial-free uniforms into walking advertisements. And this summer, Mattel and GSUSA introduced a Girl Scout Barbie doll—pink capris, high-heeled hiking boots, and all.

More than 6,000 people have already signed our petition calling on GSUSA to end this partnership. Our campaign received extensive media coverage, including *USA Today*, *The Associated Press*, *The Boston Globe*, *Today*, and dozens of other outlets. Even more important, we are empowering local troop leaders and scouts to speak out and some are actively refusing to participate in any Barbie promotion.



*I started my troop to give my daughter and her friends an hour to focus on their sense of self and to help teach them to be leaders. Barbie dolls fill them with the wrong message: that looks and curves are what matter in life.*

**- CCFC Member Kim Farina  
Daisy Troop 76146  
Winchester, Massachusetts**

# Why We Turned Down \$290,000

That's a ton of money for a small nonprofit like CCFC—more than 75% of our budget.

We were initially thrilled to be selected to receive that windfall, a cy pres award from the settlement of a lawsuit against Facebook for using teenagers' names and images in advertisements without permission from parents. When we consulted an independent firm of consumer protection lawyers, however, we discovered that the proposed settlement is worse than no settlement. It harms vulnerable teenagers under the guise of helping them. Its purported protections are largely illusory and it will actually undermine future attempts to protect minors on Facebook. In fact, it is in direct violation of our mission to help parents raise healthy families by limiting commercial access to children.

We decided to take an unprecedented stance that made headlines around the world. We filed a letter to the United States Court of Appeals for the Ninth Circuit to overturn the settlement and spur the plaintiffs and Facebook to negotiate an agreement that really would protect minors. It's the first time *ever* an advocacy organization turned down a cy pres award in order to oppose a settlement. Though we don't yet know the outcome, the widespread news coverage of our decision, including stories in *The New York Times*, *The Washington Post*, and *The International Business Times*, has already made a difference. Millions of people now know that Facebook's deceptive privacy policies harm children.

We could do a lot of good with \$290,000, but not at the cost of our integrity, the trust of our supporters, and, especially, the wellbeing of children.

## Leadership Award for Susan Linn

On June 2, CCFC's Executive Director, Dr. Susan Linn, was honored by the Puppet Showplace Theater of Brookline, Massachusetts at its 40th Anniversary Gala. Susan was presented with the Theater's Creative Leadership Award, both for her work with CCFC and for her innovative use of puppets with children.





# No More Shell-Branded LEGOs

Commercialism is toxic to children, and not just for the products it promotes. It also sells kids on behaviors and values that are harmful to their development and threaten the sustainability of the planet. That's why we joined our friends at Greenpeace to stop a toxic partnership between LEGO and Shell. In the past two years, more than 16 million Shell-branded LEGO sets were sold at gas stations in 26 countries.

Using toys to advertise any kind of product to kids is wrong. But it's particularly egregious to sell children on Shell, a company whose environmental record and plans to drill in

the Arctic are rightfully incurring an international barrage of criticism and challenges. Companies like Shell know all too well that fostering powerful emotional attachments to their brand in childhood is the first step to a lifetime of unquestioning loyalty.

We worked closely with Greenpeace to craft their messaging and Susan Linn co-authored a piece for *The Huffington Post* which described why the LEGO/Shell partnership was so harmful. CCFC members



*Courtesy of Greenpeace*

were among the more than one million people who emailed LEGO and urged them to Block Shell.

In the end, the LEGO/Shell alliance was no match for our powerful coalition: Just three months after we launched our campaign, LEGO announced it would cut ties with Shell. It's a fantastic victory for anyone who cares about children...and the wellbeing of our planet.

## Landmark UN Report on Kids

CCFC's Associate Director Josh Golin served as an advisor to a new report from United Nations Special Rapporteur on cultural rights that has positive implications for the health and wellbeing of children worldwide. *The Impact of Commercial Advertising and Marketing Practices on the Enjoyment of Cultural Rights* makes the important recommendation to "prohibit all forms of advertising to children under 12 years of age, regardless of the medium." The report devotes a special section to how children are targeted in schools and recommends that UN Member States and/or local municipalities "ban all commercial advertising and marketing in public and private schools and ensure that curricula are independent from commercial interests."



# No iPad Bouncy Seat for Infants!



More than 13,000 parents, grandparents, educators, and health professionals joined CCFC to demand that Fisher-Price stop selling its notorious Newborn-to-Toddler Apptivity™ Seat for iPad® device. In our 14-year history, no CCFC petition garnered more signatures or generated more passion. The Apptivity Seat was the focus of dozens of scathing articles and opinion pieces, and outraged CCFC members posted

withering product reviews online.

The seat became such a PR nightmare for Fisher-Price that the company took the highly unusual step of issuing a disclaimer, calling the Apptivity Seat a “niche product” and even urging parents to limit their children’s screen time.

*The thought of being strapped down and forced to stare at a screen when you have no other experience in life makes me feel physically sick.*

**- CCFC Member  
Helen Groth,  
United Kingdom**

## And the TOADY Goes To

...the 2-In-1 iPotty with Activity Seat for iPad by CTA Digital. The iPotty easily bested its rivals, including the VIP Upgrade Membership by The Real Tooth Fairies and the PLAY-DOH Create ABCs App, to take home the 2013 TOADY (Toys Oppressive And Destructive to Young children) Award for worst toy of the year. It’s the third consecutive year a screen-based toy for infants and toddlers won the dreaded TOADY. Last year, Fisher-Price’s Apptivity™ Monkey, a stuffed animal with an iPhone in its belly, took home the prize and the Vinci Touchscreen Mobile Learning Tablet won in 2011.



# This Clown Doesn't Belong in Schools

*Our children's education is sacrosanct. Let the schools remain a haven and sanctuary from the nonstop marketing messages we are ALL bombarded with on a daily basis.*

**- CCFC Member Barb Riley, Oselola, Indiana**



CCFC is leading an international campaign to end McDonald's exploitative practice of sending Ronald McDonald into schools. Last May, McDonald's CEO, Don Thompson, told shareholders, "We have been marketing responsibly." He later added, "We don't put Ronald out in schools." It sounded great, but it simply wasn't true. Under the guise of promoting everything from reading to healthy lifestyles, Ronald regularly appears at preschools and elementary schools across the United States and around the world.

This summer, we sent a letter, signed by an international coalition of 48 public health, education, and children's organizations, urging Thompson to stand by his word to his shareholders. More than 10,000 people signed petitions demanding Ronald-free schools. Now, we're tracking every one of Ronald's appearances and reminding McDonald's on social media that the world's most famous junk-food mascot has no place in schools.

## Changing Policy

The U.S. Department of Agriculture (USDA) has proposed new guidelines that could help limit junk-food advertising in schools. It's a laudable effort, but the guidelines inadvertently green-light the practice of in-school marketing. CCFC filed comments highlighting the reasons why ending all marketing in schools is preferable to just limiting junk-food ads. We urged the USDA to include the following in its guidelines to schools: "From a 'whole-child' perspective—one that supports students' cognitive, social, and emotional development, as well as their physical wellbeing—schools should be commercial-free zones."



# Protecting Student Privacy



In a big win for students and families, we helped put an end to inBloom, a Gates Foundation initiative to help corporations profit from students' most sensitive and confidential information. Parents across the country rose up against inBloom's plans to store student data—including names, detailed disciplinary and health records, test scores, racial identity, and special education status—on a data "cloud" and share it with for-profit companies.

We're proud of the role we played in stopping inBloom. In our home state, we organized parents and coalition partners like the Massachusetts ACLU and PTA to prevent inBloom from taking hold. In Illinois, Colorado, and other states, we provided technical support to local activists and encouraged our members to email education officials and speak out at school board meetings.

This important victory is one step in what will be a long fight to protect students' privacy. Public schools are particularly attractive targets for corporate marketers because they collect a wealth of personal information from students. CCFC will continue campaigning to stop marketers from accessing and exploiting students' confidential data. In Massachusetts, we're working to pass comprehensive student privacy legislation that we hope will serve as a model for other states. Nationally, we're working with a new coalition, Parents for Student Privacy, to stop corporate data miners from invading our schools.



# Keeping Ads Off School Buses



State bills to allow advertising on school buses were introduced in New York, Indiana, South Carolina, and Georgia—and we stopped all four! If you're keeping score at home, that's seventeen straight school bus ad bills that CCFC has defeated since 2012.



# The End of the Road for Your Baby Can Read!

The Federal Trade Commission finally put an end to *Your Baby Can Read!*, the \$200 video series for infants as young as three months. It's a great conclusion to CCFC's three-year campaign to hold the makers of *Your Baby Can Read!* accountable for false and deceptive advertising. In addition, Robert Titzer, the company's founder, is now prohibited from using the phrase "Your Baby Can Read," making unsubstantiated claims about the performance of any product that teaches reading, and endorsing any product without a reasonable basis for its marketing claims.

## Screen-Free Week 2014

CCFC's international celebration of life beyond the screen!



Save the Date  
**screen-free week**  
May 4 - 10, 2015

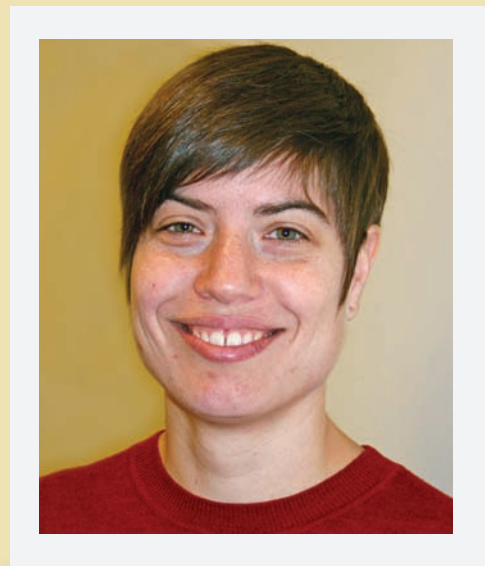




# Healthy Kids in a Digital World

Reducing children's screen time and promoting hands-on play are longtime priorities for CCFC. With the explosion of digital entertainment aimed at very young children, the need is even more urgent. This year, we created a brand-new staff position to spearhead all of our efforts to help families unplug and foster the creative play that children need to thrive.

We're so pleased to introduce Sara Adelman, whose combined background in early childhood education and advocacy uniquely qualifies her to lead our screen-time initiatives. With a grant from Kaiser Permanente, she's working to reduce children's screen time with leaders in early childhood, including the National Black Child Development Institute, the National WIC Association, and the New York City Early Childhood Professional Development Institute. In the coming year, with a grant from the Herman and Frieda L. Miller Foundation's Innovation Fund, she will be working with the Family Nurturing Center in Boston to create a model program to help parents develop healthy screen-time habits for young children.



**Sara Adelman,**  
**Screen Time Project Manager.**

*The guiding principle behind CCFC's work aligns with a deep-rooted belief of mine—that children deserve a childhood free of roadblocks to their healthy development. It concerns me that widespread use of screens is taking time away from creative play and other essential experiences. New technologies are exciting and provide many benefits to our work and personal lives. However, in a rush to be globally competitive and on the cutting-edge of the technology revolution, we are losing sight of what hands-on play and genuine social interaction provide for children—a foundation for future learning, creative thinking, problem-solving, and more.*

*I am thrilled to join the CCFC staff and community and hope that, together, we can help preserve childhood and help all children lead less commercialized lives.*



# Spreading the Word

Our voices were heard in hundreds of media outlets around the world. Susan Linn's writings on play and on media violence were published in *The New York Times*, and her piece on reducing children's screen time was featured on CNN.com. Josh Golin wrote about the need for strong privacy protections in *The Boston Globe*. Sara Adelman promoted Screen-Free Week on radio stations across the country. And our campaigns and concerns about the commercialization of childhood were featured on *Today*, *ABC News*, *CBS News*, *National Public Radio*, and in *The Washington Post*, *The Economist*, *USA Today*, *The Atlantic*, and *The Associated Press*, to name just a few.



**DONOR  
SPOT-  
LIGHT**

## Why We Support CCFC

by Aparna and Joel Brown

As parents raising a young daughter, we often feel at odds with the materialistic values that permeate our culture. That's why we're so grateful to have CCFC in our lives. We know we're not alone. It's hard for the voice of a single family to be heard, but when CCFC publicly questions the veracity of corporate claims and pushes back against the status quo, they represent a vast community of families like us—and they make a difference.

While having a community that shares our values helps us raise our own child, the more fundamental reason we support CCFC is for millions of children we don't even know. We're grateful to CCFC on behalf of kids who ride commercial-free school buses every day. For the new parents who don't need to worry about whether they should purchase expensive videos to "teach their babies to read." For the schoolchildren whose personal data will not be sold to the highest bidder. Their interests are protected because there is a champion out there fighting for them.

We support CCFC so all children can lead lives that are less commercialized, less invaded by advertising, less sexualized, less "corporatized." We are honored to help ensure that children's right to a commercial-free childhood is defended.

# CCFC Financials

## Income

### NET INCOME

\$124,946

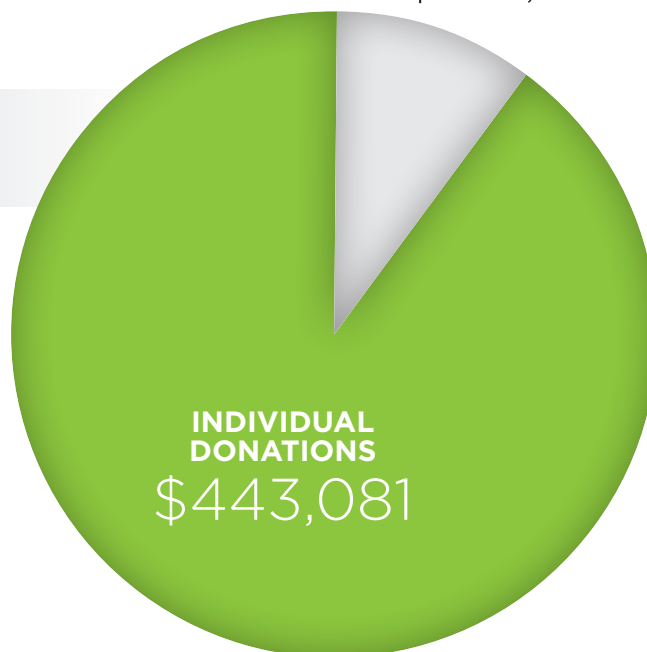
### NET ASSETS (JULY 1, 2013)

\$169,251

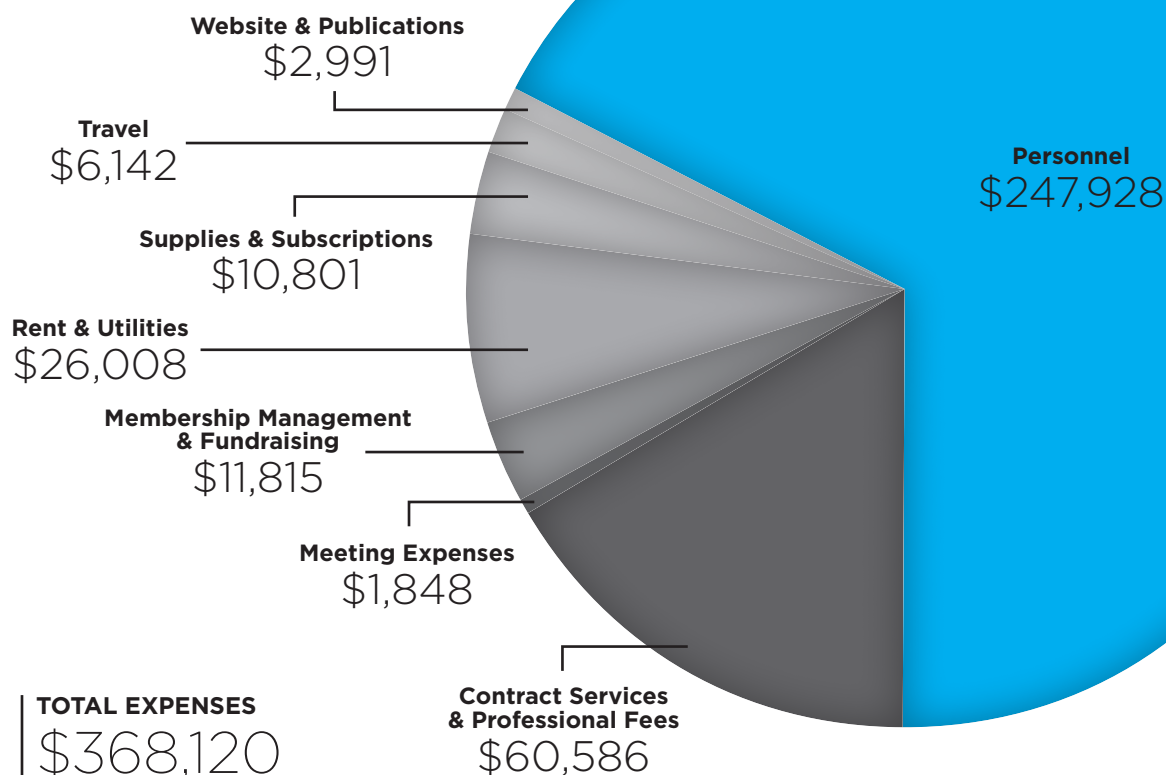
### NET ASSETS (JUNE 30, 2014)

\$298,210

FOUNDATION  
SUPPORT  
\$49,984



## Expenses



# Our Supporters

We are grateful to our supporters, whose generosity allows CCFC to continue its important work reclaiming childhood from corporate marketers. Below is a list of our fiscal year 2014 (July 1, 2013–June 30, 2014) donors.

## Leadership Circle

### \$100,000+

Jacaranda Fund

### \$25,000 - \$99,999

Church Communities  
Foundation  
Matt Damon  
Ranae DeSantis  
Instituto Alana  
Doreen Downs Miller

### \$10,000 - \$24,999

Anonymous  
Elaine Golin  
M/H Metrock  
Charitable Foundation  
Milner Family Foundation  
Michael Rankowitz &  
Sheila Heffron

### \$2,500 - \$9,999

Anonymous  
Joel & Aparna Brown  
The Gladys Kriebel Delmas  
Foundation  
Jessica & Luke Hughes  
Henry Labalme  
Ms. Maria Rose Nicolo  
The Eliot & Anne Weathers  
Charitable Trust

### \$1,000 - \$2,499

Anonymous (2)  
Rebecca Arnold  
Scott Benson  
Nathan Dungan &  
Susan Hawks in honor  
of Elsa Dungan-Hawks

The Ellis Fund  
Alisha Marie Gale  
Anne Harvey Kilburn &  
Don Kilburn  
Kevin Lee Hepner  
Jonathan Hoch  
Susan Davis Hopkins  
in honor of Chris Lamm

Chandra Jessee  
Mrs. Jan Allred Macgregor  
Nancy Marsden  
Jennifer Minsos Kukla  
Molly Nye  
Jean Rystrom  
Joseph K. Sahu  
Memorial Fund

Margaret M. Schmidt  
Eric & Emily Strong  
Lucy B. Stroock  
United Methodist Women  
Van Dyke Family  
Dan Watson

## Friends

### \$500 - \$999

Anonymous  
Blakely &  
Harvey Bundy  
Dr. Dawn Yael Daniel  
Lucy Gigli  
June B. Gleason  
Dr. Holly &  
Mr. Kirk Groh  
Jonathan Hinman &  
Jennie Winton  
Hinman  
Myla Kabat-Zinn  
Jill Ker Conway  
Lauren & David Kopans  
Lemberg Children's  
Center  
The Irving & Anne  
Linn Charitable  
Fund  
Yolie Moreno  
Inger L. Stole  
Donna &  
Douglas Wheeler

Patricia & Alan Cantor  
Lorraine Chow  
Kathleen  
Clarke-Pearson, MD  
Jeannette Cosby  
Ellen M.  
Craine-Rostker  
Richard &  
Carol Daynard  
Diane Trister Dodge  
Lisa Dowden  
Jan Emlen  
Jamie Fairchild  
Abraham Flaxman  
Charles Fox  
Alexandra Gruskos  
Daniel Hade  
Kristin Hall  
Mona Lue Harley  
Greg &  
Caroline Horner  
Rosie & Sajed Kamal  
Allen Kanner  
Tim Kasser  
Katherine Kleckner  
Mr. & Mrs. Robert M.  
Knowles  
Lexi Ladd  
Ms. Raquel Lauritzen  
Diane Levin  
David & Sheila Linson  
Theresa Chow Liu

Pamela Burnley &  
Russell Malchow  
Kathy Masarie  
Meyers Family Fund  
Nell Minow &  
David Apatoff  
Alyson Porter &  
Eli Torgeson  
Anne Rosenberg  
Daniel &  
Martha Smith  
Jennifer Sullivan  
Cathleen Theys  
Yon & Daniel Wacker  
Benjamin Wagner  
in honor of  
Fred Rogers  
Lucas Reiner &  
Maud Winchester

### \$100 - \$249

John & Mary Ann  
Adelmann in honor  
of Sara Adelmann  
Ellen K. Adler  
Andrew Adler  
Anonymous (18)  
Petra Arzberger  
Kathryn Aschliman  
Carrie N. Baker  
Linda &  
Richard Barnes

Sarah Batcheler  
Karen McNay Bauerle  
Melinda C. Bier  
John Blake  
Beck Borrud  
Marjorie A. Bosk, PhD  
Lisbeth Boutang  
Jane R. Bowen  
Kathy & John Bowman  
Elaine Boyd  
Cheryl Cahill  
Cape Cod  
Children's Place  
Meg Carsky-Wilson  
Alina Cervantes  
Marie Cheney  
Peter Cheng  
Mr. & Mrs. David Clar  
Lynne Cobb, PhD  
Natalie Cohen  
Kimber &  
Dennis Del Valle  
Ed &  
Kristen Dennison  
Shannon Elizabeth  
Dodge  
Emily J. Dolbear  
Gretchen F. Doret  
Pat Dorman  
Julie Olsen Edwards  
Ann Marie Egan in  
honor of the Healthy  
Learning Academy

Debbie Eggleston  
Eric Euvrard  
Melody Fadness &  
Jason Kahn in  
honor of Sophia  
Anne-Marie &  
Jonathan Farmer  
David Finkelstein  
Nancy K. Freeman  
Frank M. Gatti, MD  
Susan Goldberger &  
Robert Keough  
Steve & Alice Golin  
Ed & Jane Grant  
Maryellen Griffin  
Janice Hamer  
Hugh Hanley  
Bennett Hartz  
Rebecca Weiker &  
Sean Hecht  
Carol B. Hillman  
Joe Hirz  
Michael &  
Martha Hogan  
Elizabeth Hoge  
Jacob Hosler  
Pam Jensen  
The Jette &  
Kvitnitsky Family  
Carden Johnston  
Joe Kelly &  
Nancy Gruver  
Molly Kerrigan

### \$250 - \$499

Anonymous (8)  
William R.  
Beardslee, MD  
Dr. & Mrs. Myron L.  
Belfer in honor of  
Susan Linn



Brandy King &  
Stephen Palumbo  
Michael Lambke, MD  
E. Andrea Larson  
Michelle Leder &  
Scott Cooper  
Dr. Carol B. Levin in  
honor of Diane Levin  
Toni Liebman  
Kecia Lifton  
Caroline S. Lightowler  
Brooke Loewenstein  
Hassoun  
Sue M. Martin  
Eric & Brandy Masoncup  
Petra McDowell  
Constance Bloomfield  
& William McFarlane  
Meris Michaels  
Steven E. Miller &  
Sally Benbasset  
Jessica Mills  
Victoria Mills  
Anne Mohl  
Allison Morrill  
Samantha Morse  
David Naumann  
Dipesh Navsaria, MPH,  
MSLS, MD  
Sandy Nayak  
Barbara Nicholson  
Pascal-Louis M. Perez  
Joyce Pettoruto Butler  
Anthony &  
Marie Pfeiffer  
Drs. Linda Zoe  
Podbros &  
James M. Waters  
Alvin F. Poussaint, MD  
John Powers  
Dr. Patricia G. Ramsey  
Vanessa Rhee  
Marcella Kanfer  
Rolnick & Josh Rolnick  
Rheta N. Rubenstein  
in honor of Anne &  
Sidney Linn  
Anna Sandler  
SJ Sayer  
Lynn Signorelli &  
Tomas Schoenberg  
in honor of Katya  
Schoenberg &  
Arabelle Schoenberg  
Michael Scippa &  
Sara Haynes  
Stephen Seaborg  
Anne Sebanc  
Katrina Selawsky  
Celia Shapiro  
Marjorie Siegel  
Jane Silva  
Michele Simon  
Kattarina H. Simons  
Katy Smith  
Audrey Smolin  
Ruth Smullin in  
memory of  
Judy Salzman

Karl Sniderman  
Leanne &  
Ekrem Soylemez  
Melissa Stein  
Catherine  
Steiner-Adair  
John & Rauna Surr  
Barbara B. Sweeny  
Giuseppe & Nita Taibi  
Jennifer Reck &  
Olivier te Boekhorst  
Kimberly Trent  
Ross Turner  
Ms. Sara Elizabeth  
Vail Wolff  
Jen Wang  
Kristie Wang  
Amy Wares  
Brian & Carey Wentzel  
Kerry Beth Williams  
Melissa Williams  
Margot &  
David Wizansky  
Roland Young  
Rinny & Len Yourman  
Bonnie Zare

### Up to \$100

Jibril Abdus-Samad  
Joan Abruzzo  
Rebecca Aldinger  
Harriette Andrews  
Cynthia Anka  
Anonymous (42)  
Karen Armas Landau  
Dr. LaDonna Atkins  
Ellen Balaban  
Ms. Sarah S. Bansen  
Jan Barbieri  
Ms. Nichole Barnhart  
C. Amor Bassett  
Tyler Bateman  
Johanna Bates  
Donna Batzel  
Sarah Beazley  
Robin Bectel  
Susan Bennett  
Cassie Blickem  
Steve Brothers  
Stacy Brown  
Simeen Brown  
Terri Buccarelli  
Melanie Busch  
Karyn Callaghan  
Rebecca Cantor  
Jennifer Cappione  
The Cherrits Family  
Anne Childs & Chip  
Collins in memory  
of Judy Salzman  
Erin Clendenin  
Richard &  
Rachel Cohen  
Anita & Aaron Cook  
Michael Cukor  
Karen D'Amato  
Lisa Danetz &  
Craig Smith  
Joyce Daniels

Rob & Leigh Dewis  
Anne M. Deysher  
Irene Diamond  
Sara Dickman  
Aric & Megan DiPiero  
Karen Donovan  
Andrea Doukas  
Dana DuBose  
Diana Dubrawsky  
Charles Duffie  
Alexander Dupuy  
Carolyn Eller  
Julia Emahiser  
Essex-Hudson  
Association for the  
Education of Young  
Children in memory  
of Mrs. Donna  
Johnson's parents  
& Mrs. Barbara Grit's  
husband  
Marie J. Etheart  
Gina Faber  
Richard Fahlander  
Dr. Marjorie Fields  
Mark Frederick  
Laura Friedman  
Kathy & Paul Fry-Miller  
Adam Fuss  
Susan Gellert  
Eric Gidseg, PhD  
Robert M. Goisman &  
Jeanne M. Traxler  
Diane Goldberg  
Carletta M. Goldston  
Robert Michnick  
Golinkoff  
Laurel Goodell  
The Gordon Family  
Ben Gottwald  
Greenbelt Nursery  
School  
Ms. Nancy B. Hartman  
Alexandra Harween  
Connie Hawkins  
Courtney  
Hayes-Jurcheck  
Evan Brandao  
Hazard, PhD  
Lauren & Kevin Hearne  
Jutta Helm  
Susan Henderson  
Cheryl Herzog Arneill  
Lincoln Hess  
Bonnie Hester  
Casey Hinds  
Denise Hingle  
Edith Hinrichs  
Clinton Hubbard  
Amy Huberman &  
Alena Savonenko  
Sarah Hummingbird  
Ken Hutchinson  
Jared Jacobs  
Megan E. Johnson  
Kathy Keller Jones  
Lyn A. Kardatzke  
Sheila Katerndahl  
Scott W. Kennedy

Jean Kilbourne  
Grace Kim  
Jeanne Klein  
Charles D. Kleymeyer  
Douglas Kline  
Amy Kotas  
Libby Kreutz  
Mohit Kumar  
Jessica Lahrs  
Sarah Larsen &  
Doug Olson  
Vicki Larson &  
Olivia Delgado  
Rebecca Lavine  
Alice Lemire  
Ms. Lisa Lewis  
Mrs. Kristen Lind  
Ms. Jennifer  
Alaine Lind  
Mr. John Lippitt  
Justin Longo  
Jeff Lough  
Josh Lubarr  
Victoria Luibrand  
Melissa Lyons  
The Masterson &  
Wong Family  
Niki Matsoukas  
Dr. Darlene Maxwell  
Allyssa McCabe, PhD  
Joan McGlincy  
John McLaughlin  
Michal &  
Lynne McMahon  
Barbara Meltz  
Carol W. Miedema  
Alan Miner-Berger  
Kathy Modigliani  
David Moorhouse  
Patricia C. Morris  
Martha & Don Naber  
Mary Napoli  
Elizabeth Neary, MD  
Pat Nelson  
Mark Noltner  
Jennifer B. Norris  
Kristen Norton  
Madeline &  
Matt Novachis  
Lawrence Ollen-Smith  
Gail Olson  
Genevieve O'Malley  
Paula O'Sullivan  
CarolAnne Otto  
Caparas & Family  
D. Palmer  
Patricia Parker  
Lindsey Parsons  
Peggy Patten &  
Todd Kinney  
Kristine Paulsen  
Allyson Penner  
Andrew Perchlik  
Tasmin Pessio  
Brooke Peters  
Sylvia F. Pfeffer  
Joan Phelan  
Ben Pierce  
Kari M. Pike

Karen &  
Lawrence Pratt  
Tim Rairdon  
Kenneth F. Reardon  
Jennifer Reck  
Paula Rees  
Jendi Reiter  
Julie Halpern Ridlon  
Susan & Ron Roberts  
Ms. Janelle D. Roberts  
DyLynn Robertson  
Susan Rogers  
Patricia Rubano  
Ari Rubenstein  
Susan Ruocco  
Michelle Salcedo  
Diane Schmutzler  
Susanne Searle  
Anne & Bob Selman  
Kate M. Sherman  
Nora E. Shine, PhD  
Daniel C. Shively  
Jonathan A. Sigman  
Jill A. Smith  
John Staudt  
Veronika &  
Robert Stein  
Gina Steiner  
Linda Stevenson  
Sarah Stokes  
Sheryl G. Stoller  
Joanna Stone  
Christine Strelec  
Kim Sumner-Mayer &  
Larry Mayer  
Cindi Swernofsky  
Laurie Todd  
David &  
Rhoda Trietsch  
Laura Tujak  
Leia Uí Dhálaigh  
Debra M. Vazquez  
Susan B. Wadsworth  
Rinda A. Wardle  
Bill Weber  
Robert Webster  
Kathryn Weill  
Matthew Weinstein  
Lucy I. Weinstein  
Richard Weissbourd &  
Avery Rimer  
Patty Wells  
Mark I. Weltner  
Rae Wiser Whitehead  
Joyce Wiley  
Monique Wilkinson  
Frances L. Wilmeth  
Sharon Wintner  
Sheli Wortis  
Dr. Lara Michelle  
Wright, MD  
Kyle Yamada  
Jo Anne Yamaka  
Tracy Zager  
Jeffrey Zuckerman

## Staff

**Susan Linn, EdD**, Executive Director

**Josh Golin**, Associate Director

**Sara Adelmann**, Screen Time Project Manager

**Abigail Merrell**, Program Coordinator

## Board of Directors

**Ranae DeSantis**

**Nathan Dungan**, Treasurer

**Jan Emlen**, Vice Chair

**Kevin Lee Hepner**, Chair

**Tim Kasser**, PhD

**John C. Mack**

**Doreen Downs Miller**, Clerk

**Dipesh Navsaria**, MPH, MSLIS, MD

## Senior Advisors

**Kathy Bowman**, EdS

**Nancy Carlsson-Paige**, EdD

**Allen Kanner**, PhD

**Joe Kelly**

**Velma LaPoint**, PhD

**Diane Levin**, PhD

**Alvin F. Poussaint**, MD

**Michele Simon**, JD, MPH

## Our Mission

CCFC supports parents' efforts to raise healthy families by limiting commercial access to children and ending the exploitive practice of child-targeted marketing. In working for the rights of children to grow up—and the freedom for parents to raise them—without being undermined by corporate interests, CCFC promotes a more democratic and sustainable world.



Campaign for a Commercial-Free Childhood

89 South Street, Suite 403, Boston, MA 02111

(617) 896-9368 / [ccfc@commercialfreechildhood.org](mailto:ccfc@commercialfreechildhood.org)

[www.commercialfreechildhood.org](http://www.commercialfreechildhood.org)

[Facebook.com/commercialfreechildhood](https://Facebook.com/commercialfreechildhood)

Twitter: @commercialfree