

# Study: Students remember more ads than news

## Program's value to schools questioned

By CARLA K. JOHNSON  
THE ASSOCIATED PRESS

### CHICAGO

Students remember more of the advertising than they do the news stories shown on Channel One, the daily public affairs program shown in 12,000 U.S. schools, a study has found.

Students reported buying, or having their parents buy, teen-oriented products advertised on the show, including fast food and video games, researchers said.

Schools that agree to show Channel One on 90 percent of school days receive free televisions and satellite dishes, a deal critics say turns students into a captive audience for advertisers. Nearly 8 million students see the program, according to Channel One's parent company, Primedia.

"The benefits of having Channel One in schools seem to have some real costs that should create an ethical dilemma for schools," said study co-author Erica Austin of Washington State University. The study appears today in the journal *Pediatrics*.

Channel One CEO Judy Harris questioned whether the students' purchases were influenced exclusively by Channel One ads or by other advertising and the

preferences of their peers.

"These children weren't in an isolation box," Harris said.

Advertising pays for Channel One's news, health and fitness content, Harris said. Advertisers don't influence the news content, and the company has high standards that keep ads appropriate for students, she said.

The show won a Peabody Award for reporting on Sudan's civil war last year. The 12-minute daily broadcast has 10 minutes of news and two minutes of either ads or public service announcements.

Channel One produces some of its own news programming, but it also airs Associated Press Television News video. Associated Press news service stories appear on Channel One's Web site.

Researchers surveyed 240 seventh- and eighth-graders at a school in Washington state.

The students remembered, on average, 3.5 ads compared to 2.7 news stories. However, they didn't remember much about either, retaining only 13 percent of the news stories and 11 percent of the ads shown during one week.

The principal of a Chicago Catholic school said free TV equipment is the reason her school signed up for Channel One. The equipment also is used for a student-produced school news program.

"It's one of the tradeoffs," said Maria High School Principal Sister Nancy Gannon. "You have to have the commercials in order to have that equipment available."



Priscilla Carroll reads announcements over Maria High School's closed circuit television system Friday in Chicago. Channel One provides the school and others with equipment in exchange for broadcasting their news show and advertisements to students.

## BRIEF STATE

INDIANAPOLIS

### Daniels' approval rating falls to 37 percent

Gov. Mitch Daniels' approval rating has dropped to 37 percent as many Indiana residents object to the pace of change in state government during his first 14 months in office, an Indianapolis newspaper poll published Sunday shows.



DANIELS

Respondents to the statewide telephone poll of 501 Indiana residents taken last week also show overwhelming disapproval of one of the biggest changes Daniels has sought since becoming governor: the \$3.85 billion lease of the Indiana Toll Road to an Australian-Spanish consortium to raise money for highway projects. Only 30 percent of those polled said they thought the lease deal was a good idea, while 60 percent said it was a bad idea.

The governor's approval rating has eroded by about one third from the 55 percent approval he enjoyed in March 2004, two months after taking office.

BRIEFS

## NATION

MOUNDSVILLE, W.Va.

### Officials let plant fire burn before looking for worker

Crews on Sunday waited for a smoldering fire to die inside a 100-story-high power plant smokestack so they could search for the body of a worker presumed dead inside.

The worker was one of several installing a fiberglass lining inside the concrete stack when the fire broke out Saturday.

Three other workers at the top of the stack were trapped for two hours above the flames before a dramatic helicopter rescue.

The cause of the fire had not been determined.

The men were working inside the stack at American Electric Power's Kammer-Mitchell plant, AEP spokeswoman Carmen Prati-Miller said Sunday. They are employed by Pullman Power LLC of Kansas City, Mo.

ATLANTA

### AT&T reaches deal to buy BellSouth for \$67B

AT&T Inc. is buying BellSouth Corp. for \$67 billion in stock in a bid that further consolidates the telecommunications industry and would give AT&T total control of their growing joint venture, Cingular Wireless LLC.

The merged company would have 70 million local-line phone customers and nearly 10 million broadband subscribers in the 22 states where they now operate.

The deal, announced Sunday, would substantially expand the reach of AT&T, already the country's largest telecommunications company by the number of customers served.

## THE WAR AGAINST TERRORISM



The head of U.S. Central Command, Gen. John Abizaid, left, and Iraqi Prime Minister Ibrahim al-Jaafari attend a news conference after their meeting in Baghdad, Iraq, on Saturday. Abizaid urged Iraqi leaders to resolve the differences hindering the formation of a government.

# Pressure on al-Jaafari to leave office heats up

By STEVEN R. HURST  
THE ASSOCIATED PRESS

### BAGHDAD, Iraq

Sunni Arab and Kurdish politicians increased pressure Sunday on Shiite Prime Minister Ibrahim al-Jaafari to abandon his bid for a new term, while leaders of Iraq's Shiite majority struggled to overcome growing internal divisions.

Despite the squabbling, there were reports the new parliament would be called into session for the first time as early as the end of the week, starting the clock on a 60-day period during which it would have to elect a president and approve a prime minister and Cabinet.

Under the constitution, the Shiites' United Iraqi Alliance, the largest bloc in parliament, has the first crack at forming a government and chose al-Jaafari as its nominee for prime minister.

But the Alliance has too few seats to act alone. And it is facing a drive by Sunni, Kurdish and some secular parties that want to prevent al-Jaafari from continuing at the end of the government, favoring instead current Vice President Adil Abdul-Mahdi.

Abdul-Mahdi lost in the Shiite caucus by one vote to al-Jaafari, who won with the support of radical cleric Muqtada al-Sadr. Abdul-Mahdi is backed by Abdul-Aziz al-Hakim, a powerful Shiite leader who is frequently at odds politically with al-Sadr. Both have strong militias behind them.

Underlining the divisions within the Alliance, some Shiite leaders are troubled by al-Jaafari's ties to the radical and openly anti-American al-Sadr.

The Sunni Arab minority, meanwhile, blames al-Jaafari for the Shiite militia-men who attacked Sunni mosques and clerics after the Feb. 22 bombing of the shrine in Samarra. More than 500 people

died in the violence that followed, according to police and hospitals.

Khalaf al-Olayan, a leader of the main Sunni bloc in parliament, said Iraq has gone from "bad to worse" under al-Jaafari.

Kurds are angry because they believe al-Jaafari is holding up resolution of their claims to control of the oil-rich city of Kirkuk in northern Iraq.

President Jalal Talabani, also a Kurd, was one of the first to publicly initiate the dump-Jaafari movement, calling for a candidate who could build consensus.

Two lawmakers from al-Jaafari's Dawa Party hinted Saturday that they got an endorsement for their leader during a meeting with Grand Ayatollah Ali al-Sistani, Iraq's most influential Shiite cleric.

But a senior al-Sistani aide, speaking on condition of anonymity because of the sensitivity of the dispute, said Sunday that the spiritual leader indirectly suggested al-Jaafari step aside.

# Lawsuit claims CIA violating its own policy

## Former employee says director blocking book

The Associated Press

### WASHINGTON

A member of the CIA's first post-Sept. 11 class is alleging in a federal lawsuit that the agency violated his First Amendment rights by ordering dozens of deletions in his book about spy training after initially approving it.

T.J. Waters was chosen from

more than 150,000 who submitted their résumés to the CIA, hoping to contribute personally to the U.S. government's counterterrorism operations. He worked for the agency from 2002 to 2004.

Waters' book, "Class 11: Inside the CIA's First Post-9/11 Spy Class," chronicles his year at the CIA's training facility where recruits learn how to use disguises, how to withstand interrogation techniques and other spy craft.

Current and former CIA employees are allowed to publish books, but they must first be

cleared by a special review board to ensure they don't contain classified information. Waters said he believes CIA Director Porter Goss opposes agency personnel writings and has put the publications review staff under pressure to slow the process.

CIA spokeswoman Jennifer Dyck said the director is not seeking delays in the reviews.

Waters is going through the established publication process. His attorney, Mark Zaid, said Waters submitted his book to the agency in May 2004 and, by

September 2004, only four words were blocked from publication. Waters resubmitted changes for a final review just more than two months later.

But last month, after more than a year of waiting, the agency informed him that dozens of deletions would be required, many of them blocking previously cleared material, he said.

Waters alleges that the agency's actions violate its own internal guidelines, which establish a 30-day review for manuscripts, and his constitutional right to free speech.

# Prestigious colleges reach out to poor

## Elite group looking to community colleges for low-income students

By JUSTIN POPE  
THE ASSOCIATED PRESS

The signs are everywhere, from the BMWs parked on campus, to the students' designer cell phones, to the number of families paying full price even as tuition and fees climb past \$40,000. The most prestigious colleges are overwhelmingly attended by the wealthy.

It's a problem colleges are speaking about more frankly and have tried to address with more financial aid, but with only mixed success. At the most selective schools, a 2003 study found, just 3 percent of students came from the poorest socio-economic quarter of families, while 74 percent came from the richest.

Now, a small group of selective colleges is turning its attention to what may be an untapped reservoir of able, low-income students: the 6.5 million people who attend community colleges. Historically, those students have been ignored by elite colleges, which recruit mostly at high schools and often accept few or no transfers because they want to offer a distinctive four-year experience.

Five well-known private colleges and three highly selective public schools — the flagship campuses of the Universities of Michigan, California and North Carolina — were to announce plans today to accommodate a total of about 1,100 more community college transfer students from low- to moderate-income families over the next four years. The Jack Kent Cooke Foundation will contribute about \$7 million for support programs, while the colleges will spend more than \$20 million of their own money on support programs and financial aid.

The private colleges participating are Amherst, Mount Holyoke, Bucknell, Cornell and the University of Southern California.

"There's a lot of focus at Harvard and lots of other places on the fact that there are no low-income students at those schools, or very few," said Joshua Wyner, the Cooke Foundation's vice president for programs. "The place where a lot of them are that nobody seems to be looking is community colleges."



Kurt Thiede, VP of enrollment management at Bucknell, says he hopes to increase enrollment by targeting community college transfers.

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