



CERU COMMERCIALISM IN EDUCATION RESEARCH UNIT

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The National Education Policy Center's Commercialism in Education Research Unit (CERU) publishes research and analyses on topics related to school commercialism. It is the only national academic research unit dedicated to this topic. CERU is guided by the belief that mixing commercial activities with public education raises fundamental issues of public policy, curriculum content, the proper relationship of educators to the students entrusted to them, and the values that the schools embody.

CERU publishes a variety of documents on commercialism-related related topics, and since 1998 has published an [annual report on schoolhouse commercializing trends](#). The annual report documents the nature and scope of commercializing activities in schools, analyzes the impact of and response to those activities, and assesses their policy implications.

CERU Director: Alex Molnar (nepc.molnar@gmail.com):

Alex Molnar is the Director of Publications for the National Education Policy Center (NEPC), Director of the Commercialism in Education Research Unit (CERU) and a research professor at the University of Colorado Boulder. Molnar is an internationally recognized expert on school commercialism; his annual reports on commercializing trends in schools have become standard reference works for experts in the field. His most recent books are *Commercialism in education: From democratic ideal to market commodity* (2005) and *Think tank research quality: Lessons for policymakers, the media, and the public* (with Kevin Welner, Pat Hinchey and Don Weitzman) (2010). Molnar has a B.A. in history, political science, and education; Masters degrees in history and in social welfare; a Specialist's Certificate in educational administration; and a Ph.D. in urban education.



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***Selected CERU Publications Related to School Commercialism Themes
(Prepared for the consultation on “The Impact of Advertising on Cultural
Rights,” organized by the United Nations Special Rapporteur in the field of
cultural rights, Ms. Farida Shaheed, New York City, October 28-29, 2013)***

Prepared by CERU Director Alex Molnar (nepc.molnar@gmail.com)

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Education and Advertising: Understanding the Difference
[*Colonizing Our Future: The Commercial Transformation of America's Schools*](#)

**Historical Background and Trends in U.S. Schoolhouse Commercialism: 1990 –
2006:**
[*Sponsored Schools and Commercialized Classrooms*](#)

[*The Ninth Annual Report on Schoolhouse Commercialism Trends: 2005-2006*](#)

The Cost and Prevalence of U.S. Schoolhouse Commercialism:
[*The Hidden Costs of Channel One: Estimates for the 50 States*](#)

[*A National Survey of the Types and Extent of the Marketing of Foods of Minimal
Nutritional Value in Schools*](#)

Threats Posed by School Commercialism:

Psychological Threats: [*Effectively Embedded: The Thirteenth Annual Report on
Schoolhouse Commercializing Trends: 2009-2010*](#)

Educational Threats: [*The Educational Cost of Schoolhouse Commercialism*](#)

Health Threats: [*Promoting Consumption at School: Health Threats Associated
with Schoolhouse Commercialism*](#)

U.S. School Commercialism: Policy Recommendations:
[*Policy and Statutory Responses to Advertising and Marketing in Schools*](#)