

YOUR
INNER

KIDS PAGE

BY LEXI WEBER

FEATURED REBEL

STEVE LAMBERT



QUOTE:

"We need to rethink what makes sense"

Steve Lambert is an American artist who believes that "art changes the way people look at the world." He founded the Center for Artistic Activism, the Anti-Advertising Agency, and The Budget Gallery, a non-profit organization that works to set up art galleries in public spaces like vacant walls and fences. Lambert also developed Add-Art, an add-on to the Firefox internet browser that replaces online advertising with art, and Self Control, an application that helps remove the distraction of incoming/outgoing mail servers and websites for a selected period of time. For Lambert, it's important to be able to laugh while questioning the various power structures at work in our everyday lives. That's the kind of rebel attitude we applaud around here.

DID YOU KNOW?

The food and beverage industry spends **\$1.23 BILLION** on marketing to children under the age of 12.

Children ages 2-11 see more than **25,000 ADVERTISEMENTS** a year on TV alone, and that does not include product placement.

DEFINITION

Product placement, aka embedded marketing, is a marketing technique in which references to specific brands or products are incorporated into another work (typically a film or TV program), with a specific intent to promote that product.

NOTABLE PLACEMENTS:

- United Airlines in *Home Alone* and *Home Alone 2*
- Reese's Pieces in *E.T. the Extra-Terrestrial*
- Ray-Ban in *Risky Business*
- Nike in *White House Down*

WANNA DIG DEEPER?

- **CHECK OUT:** Lambert's project Wish You Were Here! Postcards From our Awesome Future asks the question, "What would you do if you didn't have to worry about budgets, bureaucracy, politics, or physics?" Then try it out yourself!
- **GET AN "AD-UCATION"** by exploring the FTC's website Admongo.gov.
- **VISIT:** The Budget Gallery online to see how artists turn ads into art.
- **READ:** The Campaign for a Commercial-Free Childhood's letter to Mark Zuckerberg asking him to delete the Facebook Messenger Kids app for good.

KIDS COME TOO

STAYCATION

BY FIONA TAPP

A "staycation" is a vacation where you don't need to get on an airplane or pack a suitcase. Instead, you can visit places in your own home city, like the museum, the park, or the pool. Sometimes you don't even have to leave your house! You can sleep in late, do an art project, garden, or conduct science experiments. But to really enjoy a staycation, you need to help your family follow a few rules.

STAYCATION RULES:

Cell phones off.

No work talk or boring parent discussions allowed.

Every day of staycation should include adventures.

Kids get to plan activities, too.

BUILD A BLANKET FORT

If it's a cold or rainy day when you're on staycation, you can still have fun by building a fort and staying in your pajamas all day.

You'll need:

- A pile of blankets
- Clothes pins or clamps
- Bed sheets (but remember to ask before pulling them off of your bed!)
- Pillows
- Sofa cushions
- Sleeping bags or comforters
- A flashlight

Have your parents hang a few large sheets to create a private corner or nook, and then make the inside as cozy as can be with blankets and pillows. Encourage your parents to climb in too, and make sure they bring a plate of cookies and a good book.

Word Of The Month:

ADVERTISEMENT

PART OF SPEECH: (CIRCLE ONE)

NOUN ADJECTIVE VERB

DEFINITION:

USE IN A SENTENCE:

ILLUSTRATE:



ROUND UP:

If you're interested in learning more about art and advertisements, check these out:

ACTIVITY

Pay attention and ask questions. Next time you see an advertisement in a magazine, on a billboard, or during one of your favorite TV shows, ask yourself:

Why was this ad created?

What features does it have and what messages does it send?

What information does it include and what does it leave out?

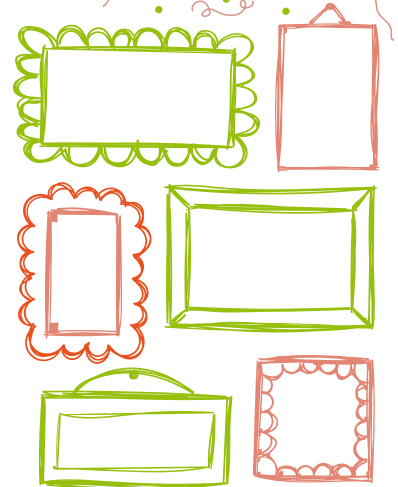
BOOKS

Make You Look:
How Advertising Works and Why You Should Know
Cricket magazines are totally ad-free

PODCAST

"But Why: A Podcast For Curious Kids"

CREATE YOUR OWN ART GALLERY.



LUNCH NOTE JOKES

Q: Why did the tomato blush?

A: Because it saw the salad dressing.

Q: What do pirates do when they hear music?

A: They shake a little booty.

Q: What did the water say to the boat?

A: Nothing, it just washed.

TO CUT OUT AND GIVE TO FRIENDS

THE DISPATCH BY FOLK REBELLION