

Approval of minutes:

Minutes from the January meeting were read; a motion was made to accept the minutes, which was seconded, and the motion approved.

Upcoming events:

- The May Fair will be held June 3rd
- The spring fundraiser will be held June 9th at Lasell College. The theme is “Be a Star.”
- Color Day (date to be announced)
- A nominating committee is being formed for next year’s PTO Board

Citywide Budget issues:

Cindy Bencal spoke about the \$5 million budget gap between the superintendent and the mayor, the math initiative, and the Blue Ribbon Committee.

Special presentation:

Susan Linn, Ed.D., Associate Director of the Media Center of Judge Baker Children’s Center, and Instructor in Psychiatry, Harvard Medical School, talked about the commercial exploitation of children. Points of discussion included the seduction of advertising, stealth and guerilla marketing, viral marketing, the effect of brand loyalty on critical thinking, and the roles of altruism and community involvement as antidotes to commercialism. We then discussed as a group what we at Burr can do to decrease the effects of media on our children.

The meeting was adjourned.

Respectfully submitted,

Johanne Campbell
Secretary, Burr School PTO