

CAMP* AIGN RESPONSE

To CEO of Educational Consultancy Firm

April 19, 2009

Hi Terri,

Thanks for your comment. As you say, the teacher often has more transformative power over children than parents. However, that appears to be the exception (even though a welcomed one). The force of profit-driven media has far too great of an influence over our kids than parents and teachers combined. Media psychologists are retained (and paid well) for this purpose. Recently, Disney hired a crew of “scientists” to uncover an emotional hook for the purpose of increasing their market share among little boys – purely for profit, regardless of any psychological consequences that may ensue.

Many of today’s loving parents simply have *no idea* what to do with their child. The combined force of parents/teachers is not enough to overcome media influence, which now even follows children into their bedrooms. However, teachers/parents CAN work together, for the benefit of all, by helping to enroll children in one of the nation’s existing JOEY programs (Joint Outdoor-Ecumenical Youth).

The transformative power of a JOEY is not “virtual,” which is the best that media can do, but is based in reality, and factors in 1) the influences of natural human habitat, 2) trained adult role models, and 3) an environment of friendship, kindness, Faith, generosity, and teamwork.

Thus, loving-but-limited parents, in addition to caring but time-limited teachers *have another tool*. Parents must be informed that JOEY kids are simply less likely to crash and burn. That being said, Terri, I would be interested in the resources you mentioned earlier please. Perhaps we can exchange information for the good for all.

Jon Sherry

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Original Comment:

“We have to be careful not to give over our power as a positive influence on a young person to his parents. What I mean is, although no one can deny the effects family and home have on a person, some folks are resilient to these overwhelming difficulties. What makes the difference? Research has shown that one caring adult, frequently a teacher, can have a significant impact on challenging youth to such a degree that the person can turn his life around for the better. I have lots of resources to help support this idea. Do you want any?”