

For Immediate Release



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CBBB

NAD Attorney Wayne J. Keeley Named Director of Children's Advertising Review Unit

The Council of Better Business Bureaus (CBBB) today announced the appointment of Wayne J. Keeley as Director, Children's Advertising Review Unit (CARU) of the CBBB, effective immediately.

CARU monitors advertising in all media primarily directed to children under the age of 12 for truth, accuracy and fairness. CARU also monitors Web sites directed to children to assure that any information collection practices comply with CARU's self-regulatory Guidelines for Online Privacy Protection.

Mr. Keeley joins CARU from the National Advertising Division (NAD) of the Council of Better Business Bureaus, where he served as the Assistant Director for Development. Before joining NAD in 2000, Mr. Keeley served as general counsel for two independent video and film-production studios.

Mr. Keeley is an award-winning producer of public service announcements (PSAs) aimed at young people addressing such issues as self-esteem, child safety and drug use. He most recently worked with Olympia Dukakis to produce a PSA on Duchennes muscular dystrophy for the Parent Project Muscular Dystrophy organization.

"We are delighted to welcome Wayne to this position," said C. Lee Peeler, President and CEO of the National Advertising Review Council and EVP, National Advertising, Council of Better Business Bureaus. "His extensive experience with advertising industry self-regulation, coupled with his working familiarity with media and his demonstrated interest in children's issues, are an excellent fit to move forward CARU's important work."

"This is a wonderful opportunity to lead a dedicated group of professionals who share a passion for assuring that the commercial messages and Web sites directed to children are truthful, fair and not misleading," Mr. Keeley said.

CARU was established in 1974 as an independent self-regulatory program to promote responsible advertising to children. It is administered by the CBBB and its policies and procedures are set by the National Advertising Review Council.

CARU reviews advertising in all media directed to children under 12 years of age to ensure compliance with its Guidelines which set high standards to ensure that advertising directed to children is not deceptive, unfair, or inappropriate for its intended audience. To harmonize with the federal Children's Online Privacy Protection Act of 1998 (COPPA) CARU reviews online privacy practices involving children under 13 years of age.

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About BBB

BBB is an unbiased non-profit organization that sets and upholds high standards for fair and honest business behavior. Businesses that earn BBB accreditation contractually agree and adhere to the organization's high standards of ethical business behavior. BBB provides objective advice, free business BBB Reliability Reports™ and charity BBB Wise Giving Reports™, and educational information on topics affecting marketplace trust. To further promote trust, BBB also offers complaint and dispute resolution support for consumers and businesses when there is difference in viewpoints. The first BBB was founded in 1912. Today, 128 BBBs serve communities across the U.S. and Canada, evaluating and monitoring more than 3 million local and national businesses and charities. Please visit www.bbb.org for more information about BBB.

About advertising industry self-regulation: The National Advertising Review Council (NARC) was formed in 1971 by the Association of National Advertisers, Inc. (ANA), the American Association of Advertising Agencies, Inc. (AAAA), the American Advertising Federation, Inc. (AAF), and the Council of Better Business Bureaus, Inc. (CBBB). Its purpose is to foster truth and accuracy in national advertising through voluntary self-regulation. NARC is the body that establishes the policies and procedures for the CBBB's National Advertising Division (NAD) and Children's Advertising Review Unit (CARU), as well as for the National Advertising Review Board (NARB) and the Electronic Retailing Self-Regulation Program (ERSP).

NAD and CARU are the investigative arms of the advertising industry's voluntary self-regulation program. Their casework results from competitive challenges from other advertisers, and also from self-monitoring traditional and new media. The National Advertising Review Board (NARB), the appeals body, is a peer group from which ad-hoc panels are selected to adjudicate those cases that are not resolved at the NAD/CARU level. This unique, self-regulatory system is funded entirely by the business community; CARU is financed by the children's advertising industry, while NAD/NARC/NARB's sole source of funding is derived from membership fees paid to the CBBB. ERSP's funding is derived from membership in the Electronic Retailing Association. For more information about advertising self regulation, please visit www.narcpartners.org.