

# CARU<sup>®</sup> NEWS

Immediate Release

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## **CARU REVIEWS ADVERTISING FOR ‘CSI,’** *CBS Declines to Respond, Says it Will Resolve Complaint Internally*

*New York, NY – February 15, 2006* – In response to a consumer complaint, The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., opened an inquiry into the appropriateness of advertising a television crime drama.

The inquiry involved advertising for the CBS program “CSI” that aired on Nickelodeon during children’s television programming.

At the outset of the inquiry, CBS said it would not respond and intended, instead, to handle the complaint through its own self-regulatory process.

CARU, in its decision, noted that it was “disappointed that the Advertiser declined to participate in CARU’s self-regulatory process but was pleased to learn that CBS will address the issue through CBS’s internal ... efforts.”

***For a copy of the decision or for press inquiries, please contact Linda Bean, Director of Communications, 212-705-0129.***

CARU's inquiry was conducted under *NAD/CARU/NARB Procedures for the Voluntary Self-Regulation of National Advertising*. Details of the initial inquiry, CARU's decision, and the advertiser's response will be included in the next *NAD/CARU Case Report*.

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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).

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. For more information about advertising self regulation, please visit [www.narcpartners.org](http://www.narcpartners.org).

