

# CARU<sup>®</sup> NEWS

Immediate Release

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## **CARU REVIEWS ADVERTISING FOR ‘WILD HOGS’ *Recommends Buena Vista Refrain from Advertising PG-13 Movies During Children’s Programming***

*New York, NY – June 7, 2007* – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that **Buena Vista Pictures Marketing** refrain from advertising films rated PG-13 during children’s programming.

Advertising for “Wild Hogs” came to the attention of CARU, the children’s advertising industry’s self-regulatory forum, through CARU’s ongoing monitoring program. The advertising aired on Cartoon Network during children’s programming. The film was rated PG-13 by the Motion Picture Association of America for “crude and sexual content, and some violence.”

Buena Vista, in response to CARU’s initial inquiry, said it had relied on the networks to best determine what was appropriate for their audiences. The advertiser stated, however, that, in hindsight, it was a mistake to have aired a commercial for a Touchstone Pictures film rated PG-13 during children’s programming, and that it would not do so in the future.

CARU, in its decision, said it is pleased the company has stated that it will not, in the future, air commercials for Touchstone films rated PG-13 during children’s programming.

The advertiser declined to provide an advertiser’s statement.

*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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**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](http://www.narcpartners.org).