

# CARU® NEWS

Immediate Release

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## **CARU REFERS ADVERTISING FOR PARAMOUNT'S 'DRILLBIT TAYLOR' TO MPAA FOR FURTHER REVIEW**

*New York, NY – May 20, 2007* – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has referred television advertising for the **Paramount Pictures** film "Drillbit Taylor" to the Motion Picture Association of America (MPAA) for further review.

The commercial for "Drillbit Taylor," aired during children's programming hours. The film is rated PG-13 by the Motion Picture Association of America (MPAA) for "crude sexual references throughout, strong bullying, language, drug references and partial nudity.

CARU's *Self-Regulatory Program for Children's Advertising* states in part that advertisers "should take care to assure that only age appropriate videos, films and interactive software are advertised to children, and if an industry rating system applies to the product, the rating label is prominently displayed."

In evaluating whether the content of movie and video games are inappropriate for children CARU look to industry ratings. According to MPAA Advertising guidelines, PG-13 films with certain content may only be advertised to particular audiences. The Advertising Administration works with film companies in targeting ads appropriately; ads for films containing mature content may not be directed toward children.

Pursuant to an agreement with MPAA, this case has been referred to the association for further review to determine whether the film is appropriate to be advertised to children.

Under the terms of the agreement, if CARU finds an advertisement for a film rated PG-13, or higher in any medium primarily directed to children under 12, CARU will take steps to determine whether the advertisement was placed there unintentionally. If this is the case, CARU will ask the advertiser to pull the ad and to make sure the placement does not reoccur. If the advertiser complies, CARU will close its inquiry.

If the placement was intentional, CARU will refer the matter to the MPAA Advertising Administration to determine whether the film is appropriate to be advertised to children. CARU will publicly report both its closings and referrals.

In this case Paramount Studios has indicated it intended for the ads in question to run on programming which CARU believes is primarily directed to children under 12.

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*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.*

**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 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. Funding for ERSP is derived from membership fees paid to the Electronic Retailing Association. For more information about advertising self regulation, please visit [www.narcpartners.org](http://www.narcpartners.org).