

For Immediate Release

## **CARU REVIEWS ADVERTISING CREATED BY TRIBUNE CO.'S WPIX FOR SIX FLAGS**

*Company Says Ad During Children's Programming Aired by Mistake*

*New York, NY – Feb. 13, 2008* – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has determined that sweepstakes advertising that featured scenes from a television show rated TV-14 ran in error in children's programming and has closed its review.

The television commercial for a sweepstakes offered by Six Flags Great Adventure, New Jersey, ran during children's programming by WPIX, a television station owned by Tribune Companies. The advertisement featured suggestive romantic footage from the CW Television Network program "One Tree Hill," which is rated TV-14 by the TV Parental Guidelines Monitoring Board. Programs issued the TV-14 rating (Parents Strongly Cautioned) are generally unsuitable for children under the age of 14 without the guidance of a parent or guardian.

The advertising in question came to the attention of CARU, the children's advertising industry's self-regulatory forum, through CARU's its routine monitoring. CARU reviewed the advertising to determine whether the product or content was inappropriate for children.

In response to CARU's inquiry, WPIX informed CARU that it had created the commercial in connection with a separate commercial time purchase by Six Flags and intended that the sweepstakes be limited to viewers 13 and older. WPIX advised CARU that an internal trafficking error caused the advertisement to appear during children's programming. CARU closed its inquiry.

The television station, in its advertiser's statement, said it "endeavors to schedule age-appropriate advertising and promotional announcements during all programming segments, including children's programming segments, and to promptly remedy any scheduling errors or mistakes of which it becomes aware."

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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).