

CCFC In the News Headlines 2006 – 2009

2009

'Consuming Kids' Movie Sparks Parental Backlash
Worcester Telegram, December 7, 2009

Holiday Volunteering Bonds Families
Washington Times, December 6, 2009

'The Case for Commercial Free Television' with John Masters and Susan Linn (Video)
GrassRoots TV12 Aspin, September 25, 2009

Losing the Limo: New Fashion Dolls
New York Times, November 6, 2009

Disney Isn't Smart About Baby Einstein Response
MediaPost, November 2, 2009

Trend of Sexy Halloween Costumes for Young Girls is Downright Frightening, Say Moms
The Patriot Ledger, October 27, 2009

Kids Watch More Than a Day of TV Each Week
L.A. Times, October 27, 2009

Targeting Tots Could Build Lifelong Brand Recognition: Study
The Gazette, October 23, 2009

Refunds Offered on Baby Einstein DVDs
CBC News, October 25, 2009

Disney Offers Baby Einstein Refunds After Alleged False Advertising
The Consumerist, October 25, 2009

No Einstein in Your Crib? Get a Refund
New York Times, October 24, 2009

Disney Expands its "Baby Einstein" Refunds
CBS News, October 24, 2009

Disney Offers Millions of Parents Baby Einstein Video Refunds
Telegraph, October 24, 2009

Parents Offered Refunds on Baby Einstein Videos

Canwest News, October 23, 2009

Disney Expands Refunds on Baby Einstein DVDs
Associated Press, October 23, 2009

Disney Offers 'Baby Einstein' Refund
Brandweek, October 23, 2009

All the Single Babies: Why Do Tots Love Beyonce?
Time Magazine, October 14, 2009

BusRadio Controversy Ends Quickly, Quietly, Along with Firm's Operations
Nashua Telegraph, October 1, 2009

Controversial BusRadio Pulls the Plug
Media Life, September 30, 2009

School Buses Jettison Piped-In Radio
Denver Post, September 30, 2009

School Bus Radio Program Plays Its Last Tune
U.S. News, September 29, 2009

Swan Song for BusRadio, which Seminole Schools Tried?
Orlando Sentinel, September 28, 2009

FCC Gives BusRadio a Paddling Over Ads
Media Life, September 11, 2009

Cash Strapped California Schools Seek Sponsors to Raise Funds
LA Times, September 7, 2009

For Trailers, Green Now Means Watch Carefully
Chicago Sun-Times, September 4, 2009

Discovery Chief David Zaslav Transforms Television Company
USA Today, September 2, 2009

Transformers Movies Caught in FCC Content Filtering Inquiry
Ars Technica, August 26, 2009

CCFC Takes Aim At PG-13 Film Ads In Letter to FTC
Broadcasting & Cable, August 5, 2009

Scene Stealer: The Web Is Pouncing on Hollywood's Ratings

The New York Times, July 25, 2009

Game Ad Ban Challenged
Boston Herald, July 25, 2009

Congress Investigates Radio Programming on School Buses
US News & World Report, July 13, 2009

For Firstborns, Secondhand Fits the Bill
The New York Times, July 9, 2009

Advertising Broadcasts on School Buses Run Into Static
The Denver Post, July 3, 2009

Is Transformers A True Box Office Success or An Exploitation of Children
Examiner.com, June 29, 2009

In Summer, Kids Need Real Play Time
USA Today, June 24, 2009

Your Company's Name Here...
Union-Tribune, June 24, 2009

Children Are Too Frequent Targets of PG-13 Movie Ads, Group Charges
The New York Times, June 24, 2009

The Hostile Takeover of Childhood
Dakota Voice, June 15, 2009

Teachers Snub Scholastics's Toys
USA Today, June 7, 2009

Hollywood Continues Its Fast-Food Binge
BrandWeek, June 6, 2009

CCFC Says It Urged Congress to Require FCC Bus Report
Broadcast & Cable, May 22, 2009

Axe Body Products Puts Its Brand on the Hamptons Club Scene
The New York Times, May 21, 2009

Obama Called Upon to Review Ad Rules
Financial Post, May 15, 2009

PBS to Shorten Time Commitments for Sponsorships
The New York Times, May 7, 2009

Burger King Takes Heat Over 'Highly Sexualised' Kids Ad
Christian Post, May 7, 2009

Hasbro and Discovery Plan Channel Based on Toy Brands
The New York Times, May 1, 2009

Discovery Teaming Up With Hasbro for New Kids Network
The Washington Post, May 1, 2009

Hasbro to Create Branded Cable Channel
Advertising Age, April 30, 2009

Hasbro Nabs Discovery Kids Stake
Variety, April 30, 2009

Toy Maker Hasbro Partners with Discovery Kids Network on New Channel
Joe Flint at The LA Times, April 30, 2009

Discovery, Hasbro Kids' Cable Deal May Rankle FCC
The Wrap, April 30, 2009

Hasbro and Discovery Join to Create Toy TV Mania
LA Times, April 30, 2009

CCFC's Associate Director Josh Golin on WBZ-TV
WBZ-TV, April 23, 2009

Marketers Build Brand Loyalty In Schools
Marketplace, April 22, 2009

Marketing Earth Day (and Other Stuff) to Children
The Huffington Post, April 21, 2009

CCFC's Joe Kelly on Fox News' "Fox and Friends"
Fox News, April 21, 2009

CCFC's Susan Linn on NBC The Today Show
CBS The Today Show, April 17, 2009

CCFC's Susan Linn on MSNBC
MSNBC, April 14, 2009

King-sized Controversy
The Chicago Sun-Times, April 14, 2009

CCFC's Joe Kelly on CBS The Early Show
CBS Early Show, April 10, 2009

Activists Reject Having it Burger King's 'SquarePants' Way
The New York Times, April 10, 2009

Burger King SpongeBob Ad Too Sexual?
MediaPost, April 8, 2009

Hitmakers and Fundraisers: School Book Fairs
The Associated Press, April 5, 2009

Idaho Teacher Sells Advertising Space on Tests
The Associated Press, March 25, 2009

Child Activists Slam Sprout
Broadcasting & Cable, March 11, 2009

Advocates Say Program Keeps Kids Awake
The Associated Press, March 11, 2009

The Endless Possibilities -- and impossibilities -- of Barbie
The Ottawa Citizen, March 9, 2009

School BusRadio Gets Mixed Signals
The Denver Post, March 5, 2009

Forever Young
Boston Globe, March 5, 2009

Tennessee Schools Want To Raise Money With Color Ads On Busses
The Tennessean, February 16, 2009

Rhode Island Mulls School Bus Ads
Brand Week, February 11, 2009

Scholastic Criticized for Pushing Toys, Makeup in Book Clubs
School Library Journal, February 11, 2009

Scholastic Under Fire for Marketing Toys in School
Associated Content, February 11, 2009

Advertising On School Busses? Not Buying It
Providence Journal, February 10, 2009

Scholastic Accused of Misusing Book Clubs

New York Times, February 10, 2009

Scholastic Corp. Criticized For Marketing Toys, Video Games in School-based Book Clubs
Associated Press, February 9, 2009

Dolls, Purses Marketed for Girls With Self-esteem, Sharing in Mind
Philadelphia Inquirer, February 1, 2009

The Run for the Remote
The Salem News, January 31, 2009

For Sale: Wholesomeness
Philadelphia Inquirer, January 21, 2009

Your Client's Ad in Public Schools
Media Life Magazine, January 20, 2009

2008

E-books Catch On with Children
Los Angeles Times, December 25, 2008

Parents Tell Toy Marketers to Leave Kids Alone
Daytona Daily news, December 23, 2008

Baby Dolls Raise a Stink in More Ways Than One
The Washington Post, December 22, 2008

Can You Buy All American This Christmas?
The Daily Journal, December 21, 2008

Fewer Gifts This Season, But Christmas Will Still Be Special
The Times-Standard, December 21, 2008

Parents Applaud End of BusRadio Service
Gazette.net, December 17, 2008

School Bus Service No Music to Some Parents' Ears
The Washington Post, December 11, 2008

Creating and Sustaining Holiday Joy
Idaho Mountain Express, December 10, 2008

Gift-givers Get Creative In Tough U.S. Economy
Reuters, November 29, 2008

Meltdown Fallout: Some Parents Rethink Toy-Buying
Associated Press, November 29, 2008

CCFC Wants FCC To Ban Product Placement In Kids Shows, Limit In Primetime
Broadcasting & Cable, November 24, 2008

Market holiday toys to kids? Oh no, YOU DIDN'T!
LA Times Blog, November 14, 2008

Barely Passing
The Baltimore Jewish Times, November 13, 2008

This Holiday Season, Retailers Better Be Wary Of The Surly Shopper
Canwest News, November 06, 2008

Parents Asked to Weigh in on Radio on Buses
Nashua Telegraph, October 30, 2008

News Brief: Campaign for a Commercial-Free Childhood
PROMO Xtra, October 29, 2008

Activist Group Urges Toy Makers To Address Parents
Media Post, October 27, 2008

Kids Growing Up Too Fast, Author Says
Naples News, October 22, 2008

Class, Pay Attention To This Message From Our Sponsor
CrainsNewYork.com, October 18, 2008

Milk Cartoon
The New York Times, October 12, 2008

FCC Considers Product Placement Rules for TV
Ars Technica, September 28, 2008

Ditch The Characters For The Classics
The Tampa Tribune, September 26, 2008

Scholastic Cuts 'Bratz' Products for Book Clubs and Fairs
The New York Times, September 22, 2008

Scholastic Inc Bows to Pressure Over Bratz
TheBookseller.com, September 19, 2008

Bratz Books Expelled from US School Book Suppliers
Guardian, September 19, 2008

Scholastic Boots Bratz
Brandweek, September 19, 2008

Distributor Gives Bratz the Boot
Winnipeg Free Press, September 18, 2008

Strapped for Cash, Schools Eye Bus Ads
Advertisng Age, September 15, 2008

Humble ISD pins hopes on school bus ads
Houston Chronicle, August 21, 2008

FTC Commissioner Tackles Ads for Kids
Wall Street Journal, August 20, 2008

Fast-food toys becoming more educational
Atlanta Journal-Constitution, August 15, 2008

Retailers know texting is the totally best way to reach teens
St. Petersburg Times, August 10, 2008

I want my [your brand here] MTV
Time Out Chicago, August 7, 2008

24/7 children's channels? I want my kid TV!
San Diego Union-Tribune, August 4, 2008

Marketing To Kids: FTC, CBBB Weigh In With Reports
Marketing Daily, July 30, 2008

Tug of War in Food Marketing to Children
New York Times, July 30, 2008

Kids' Activists, Critics React to FTC Report
Broadcasting and Cable, July 29, 2008

Real healing in pretend world: The Boston Globe Reviews Susan Linn's Book
Boston Globe, July 14, 2008

BusRadio gains industry ratings, criticism for pushing ads on kids
Boston Herald, July 8, 2008

To Build a Young-Adult Crowd, ABC Family Gets More Physical
New York Times, June 28, 2008

Product Placement On TV Targeted
Washington Post, June 27, 2008

Is make-believe vital to kids? You better believe it: An interview with CCFC's Susan Linn
USA Today, June 25, 2008

FCC Is Urged To Clamp Down On Product Placement
Marketing Daily, June 20, 2008

Coalition Urges FCC to Adopt Product Placement Rules
Brandweek, June 20, 2008

Watch Dogs Warn FCC about Trojan Horse Ads
Broadcasting & Cable, June 19, 2008

The power of a make-believe world
Boston Globe, 6/3/08

Keep Targeting Kids and the Parents Will Start Targeting You
Advertising Age, May 19, 2008

BabyTV and BabyFirstTV target the diaper set
International Herald Tribune, May 18, 2008

MPAA Says It Won't Block Marketers' Movie Promo Plans
Advertising Age, May 16, 2008

Commercial side of school book fairs prompts concerns
Natick Bulletin, May 15, 2008

Kids should spend more time playing
The Wichita Eagle, May 15, 2008

Commercials cause concern in the virtual Barbie world
Financial Times, May 2, 2008

Coalition Asks BK to Pull Toy Premiums
Promo Magazines, April 29, 2008

Group Asks Burger King To Pull 'Iron Man' Kids' Meal Toy
MediaPost, April 25, 2008

Don't forget importance of play
Associate Press, March 16, 2008

Abercrombie & Fitch ads hit
Boston Herald, March 13, 2008

Children's Hospital in Hot Water Over Corporate Sponsorships
Advertising Age, March 12, 2008

Cut Abercrombie name from ER, advocates say
Associated Press, March 11, 2008

When a Corporate Donation Raises Protests
New York Times, March 12, 2008

Is TV to blame for fat epidemic?
Toronto Star, March 8, 2008

Hollywood Will Help to Police PG-13 TV Ads
Broadcasting & Cable, March 4, 2008

Don't hold children hostage to ads
Island Packet, March 2, 2008

A Virtual Popularity Contest
Washington Post, February 19, 2008

School Buses Latest Victim of Ad Creep
Brandweek, February 4, 2008

McDonald's was right to pull plug on Happy Meals promotion
Orlando Sentinel, January 21, 2008

McDonald's Pulls Ads From Florida Report Cards
Advertising Age, January 18, 2008

McDonald's drops report card pitches
Orlando Sentinel, January 18, 2008

Parents' beef with McDonald's ends Happy Meal promo
The Boston Herald, January 18, 2008

McDonald's Ending Promotion on Jackets of Children's Report Cards
New York Times, January 18, 2008

McDonald's Ending Promotion on Jackets of Children's Report Cards
New York Times, January 18, 2008

Parents Group Slams Producers for Marketing PG-13 Films to Kids
Brandweek, January 17, 2008

Parents Group Slams Producers for Marketing PG-13 Films to Kids
Brandweek, January 17, 2008

FTC: Review Movie Marketing to Kids
Associated Press, January 9, 2008

2007

Web Playgrounds of the Very Young
New York Times, December 31, 2007

BusRadio Tames Raunchy Music
Boston Herald, December 27, 2007

Lessons of 'Snowpeople' not cool
Marketplace, December 18, 2007

Ads on Webkinz draw criticism
New Jersey Star-Ledger, December 17, 2007

Webkinz Takes Heat For Taking Advertising
MediaPost, December 14, 2007

Advocates Slam Webkinz for Online Ads
Adweek, December 14, 2007

Born to Shop: How Marketers Brainwash Babies
Alternet, December 13, 2007

Shift Away From Ad-Free Has a Price
New York Times, December 13, 2007

Guess Who's Seeing Web Traffic Soar: Kraft and Co.
Advertising Age, December 10, 2007

Heidi Klum In The Valley Of The (Star)Dolls
Brandweek, December 10, 2007

School Report Cards Offer Happy Meals

ABC News, December 8, 2007

Food-for-grades prize criticized
Chicago Tribune, December 7, 2007

McDonald's offers US children free fast food for good schoolwork
London Times, December 7, 2007

FTC Ends Brainy-Baby Video Investigation
Associated Press, December 6, 2007

Seminole students get McDonald's bonus on report cards
Orlando Sentinel, December 6, 2007

Straight A's, With a Burger as a Prize
New York Times, December 6, 2007

CCFC Blasts McDonald's For Report Card Advertising
MediaPost, December 6, 2007

McD's Report Card Ads Draw Fire
Adweek, December 5, 2007

Child advocacy group upset over McDonald's ads on report cards
Associated Press, December 5, 2007

McD's Newest Ad Platform: Report Cards
Advertising Age, December 5, 2007

Taking the Axe to Unilever's hypocrisy
Toronto Star, November 28, 2007

Dove viral draws heat from critics
Advertising Age, November 26, 2007

Stores use lure of children's literature
Boston Herald, November 23, 2007

Dispute over push to get social Web sites in classroom
Union Leader Correspondent, November 23, 2007

Educators weigh merits of social network sites
LA Times, November 19, 2007

Hard to find sanctuary from \$17 billion in marketing to kids
National Catholic Reporter, 1November 16, 2007

Body spray ads amuse, but do they offend, too?
Sacramento Bee, November 6, 2007

A company's ugly contradiction
Boston Globe, November 5, 2007

Nick Rethinks Partnerships To Promote SpongeBob To Kids
Brandweek, October 29, 2007

Goodbye treats, hello tricks
Toronto Sun, October 20, 2007

Disney wields its marketing magic
Denver Post, October 19, 2007

Babes in BrandLand
Brandweek, October 17, 2007

Unilever shuns stereotypes of women (unless talking to men)
New York Times, October 15, 2007

How did board allow BusRadio onboard?
Union Tribune, October 11, 2007

CCFC accuses Unilever of ad hypocrisy
LA Times, October 10, 2007

Palm Beach County schools consider BusRadio
South Florida Sun Sentinel, October 10, 2007

Wishful thinking: DVDs bring out baby geniuses
Washington Post, October 9, 2007

Use Of Play Plastic In Game Of Life Divides Experts
The Courier, October 4, 2007

Kids seem to respond to licensing of product
Associated Press, August 31, 2007

FTC Issues Subpoenas to Food Marketers
Adweek, August 10, 2007

Parents tricked by Baby Einstein
Brisbane Times, August 6, 2007

Playground Networking, Now Online
Washington Post, August 3, 2007

More than a doll, baby
Philadelphia Inquirer, August 2, 2007

Too Sexy, Too Soon
Parents.com, August 1, 2007

Robbing the Cradle? If Marketers Get Their Way, That Bundle of Joy Can Cost a Bundle
Knowledge@Wharton, July 25, 2007

Limiting Ads of Junk Food to Children
New York Times, July 18, 2007

Watching Food Ads on TV May Program Kids to Overeat
Wall Street Journal, July 10, 2007

Violent shows aim toys at little kids
Ft. Worth Star-Telegram, July 10, 2007

Marketing health
San Francisco Chronicle, June 22, 2007

Kellogg Agrees to Raise Nutrition of Kids' Food
Associated Press, June 14, 2007

If Other Marketers Follow Suit, More Than \$1 Billion in Spending May Be in Limbo
Advertising Age, June 14, 2007

Kellogg Agrees to Curb Marketing of Foods to Children
New York Times, June 14, 2007

Kellogg Agrees to Raise Nutrition of Kids' Food
Associated Press, June 14, 2007

P.V. ponders Bus Radio, billed as alternative to raunchy drive-time fare
Santa Cruz Sentinel, June 12, 2007

Women take their fight against school ads to Boston
Worcester Star-Telegram, May 31, 2007

Say Buy-Buy: Psychology professor says subtle marketers are selling kids...a lot of junk
Winston-Salem Journal, May 31, 2007

Video Game Ads

CBS 3.com, May 30, 2007

Louisville school board drops proposal for bus radios
Louisville Courier-Journal, May 22, 2007

Fighting obesity, but fronting for junk food
Boston Globe, May 21, 2007

How Many Brands Do Young Children Recognize?
wcco.com, May 14, 2007

The Hard Sell: Marketing to Kids
CBS News, May 14, 2007

More toddlers have own TVs, study finds 20% of children under age 3 have a set in bedroom
Chicago Tribune, May 7, 2007

Shrek shills dietary dreck -- dump him
Chicago Sun Times, April 30, 2007

Advocacy Group: Drop Shrek From Anti-Obesity Ads
Associated Press, April 26, 2007

Nashua Board tunes in to Bus Radio
Nashua Telegraph, April 19, 2007

Are Bratz Dolls Too Sexy?
MSNBC, April 11, 2007

Marketing play: Game of Life really does take Visa
USA Today, March 8, 2007

Critics target Pizza Hut BOOKIt! Program
Associated Press, March 2, 2007

Parents push to boot Bratz books from Scholastic fairs
CanWest, February 28, 2007

Message and the Media: Our girls deserve better
San Francisco Chronicle, February 26, 2007

TV, Video Programming for the Under-2 Market Grows Despite Lack of...Benefit
Washington Post, February 24, 2007

Envy, Anxiety, Secrecy, Taboos: The Subject Must Be Money
New York Times, February 3, 2007

CCFC to President Bush: Luring Babies to Screens is Not Heroic...
Concord Monitor, January 25, 2007

Why are we dressing our daughters like this?
McLeans, January, 2007

2006

T will no longer display advertisements for violent video games
Associated Press, December 12, 2006

Buybabies: marketing to kids
The Economist, December 9, 2006

Pediatricians Blast Inappropriate Ads
Associated Press, December 4, 2006

McDonald's trying a new play on PlayPlace
Chicago Tribune, December 2, 2006

Car makers direct more ads at kids
Wall St. Journal, November 9, 2006

A Mr. Rogers for a new age
Boston Globe, October 26, 2006

New Disney Rules Limit Character Use in Kids' Foods
Television Week, October 17, 2006

Child protection advocates hit at Wal-Mart
Financial Times, October 5, 2006

Critics riled that teen book plugs makeup
Hartford Courant, October 1, 2006

Study: Advertisements for high-fat foods permeate TV targeting toddlers
Associated Press, September 30, 2006

Schools stall BusRadio
Taunton Gazette, September 21, 2006

Psychologists push back against market forces and products that sexualize young girls

APA Monitor, September 2006

School buses in 11 states tune in to radio programming aimed at kids
USA Today, September 17, 2006

Selling a book by its CoverGirl
Denver Post, September 17, 2006

Senate Calls for Media Study
AdWeek, September 13, 2006

TV channel for babies? Pediatricians say turn it off
SF Chronicle, September 11, 2006

What can parents do?
Los Angeles Daily News, August 24, 2006

Procter & Gamble Takes Tampax Into the Classroom
Brandweek, August 14, 2006

Though firm sees a winner in 'Baby Badger' DVD, critics throw a flag
Milwaukee Journal Sentinel, August 11, 2006

For Toddlers, a World Laden with Advertising
NPR.org, July 31, 2006

Imprinting Infants
Hartford Courant, July 24, 2006

Corporate Money in School Sports Favors Boys, May Violate Law
The New Standard, June 26, 2006

Sexy styles beckon little girls
Denver Post, June 24, 2006

Marketers pursue kids ad nauseam
Chicago Sun-Times, June 14, 2006

Mansfield pulls plug on Bus Radio
Sun Chronicle, June 5, 2006

Have the heirs of Barbie hit limit for risqué dolls?
The Christian Science Monitor, May 25, 2006

Kaiser Tallies Kids' TV Hours
AdWeek, May 24, 2006

The Shrinking Childhood
Detroit Free Press, May 13, 2006

Junk-food Pushers on Defensive as Kids' Advocates Push Back
New Standard, May 8, 2006

Fed Obesity Report Seen as Boon To Self-Regulation
Brand Week, May 8, 2006

Group Sues Video Firms On Tot-Learning Claims
Washington Post, May 2, 2006

Baby videos deceptive, advocacy group argues
Boston Globe, May 2, 2006

What's Become of Relevant Information Dissemination for Parent
Gloria DeGaetano, April 3, 2006

DVD series for babies, parents fuels TV debate
Boston Globe, March 22, 2006

Experts Rip 'Sesame' TV Aimed at Tiniest Tots
Washington Post, March 21, 2006

Selling Junk Food to Toddlers
New York Times, February 23, 2006

Hot new market for cellphones: young kids
Seattle Times, February 23, 2006

Parents, teachers deal with trend of aggressive marketing to kids
Atlanta Journal Constitution, February 19, 2006

Kids And Neopets: Who's Getting Fed?
CBS.com, February 9, 2006

Time to kick kid ads in the square pants
NY Daily News, February 5, 2006

Food is a curse - and a cure
Cape Cod Times, February 5, 2006

Suing the Pants Off SpongeBob
Alternet, January 31, 2006

When 'free' merchandise isn't; lawsuit targets Scholastic

Seattle Post-Intelligencer, January 31, 2006

SpongeBob, Kellogg Get The Big Squeeze
Brandweek, January 24, 2006