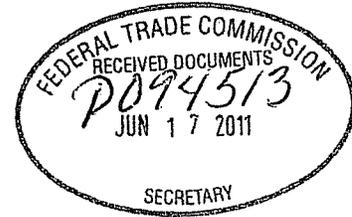


CHARLES SCHINDLER

ORIGINAL

FTC Project No. P094513  
Office of the Secretary  
Room H-113 (Annex W)  
600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20580



Dear Sirs and Madams:

Thank you for proposing voluntary guidelines about advertisements hawking unhealthy foods to children. If the guidelines are, in the words of someone representing the advertising industry, "sufficiently onerous that they would basically block a substantial amount of advertising," then the guidelines must be about right (or at least a step in the right direction).

Please do not consider for a moment making any change that weakens the guidelines. The "onerous" guidelines almost certainly don't go far enough. In fact, the claim that they would block a substantial amount of advertising is almost certainly false. I hope this doesn't come to pass, but the guidelines may merely redirect the ad industry to reach kids in some way not covered by the guidelines!

Hold your ground anyway. The push back from the food industry as well as advertising interests will be intense. Make changes to the language only if doing so will yield a greater opportunity for children and parents to make healthy choices.

Sincerely,

Charles Schindler