

OVERVIEW OF MEDIA COMPANY POLICIES ON FOOD/BEVERAGE ADS AND USE OF LICENSED CHARACTERS



Media Company/Network (owner in parentheses)	Will the Company/Network Use Nutritional Criteria for Accepting Food/Beverage Ads?	Will the Company/Network Use Nutritional Criteria for Use of Licensed Characters?	Nutrition Standards Consulted when Forming Nutrition Criteria for Accepting Ads and Use of Licensed Characters	Media Product and/or Marketing Method Pledge Applies to	Exceptions	Implementation Date of Pledge	Other Notes
Cartoon Network (Time Warner)	No	Cartoon Network has established nutrition guidelines for using licensed characters.	Cartoon Network's pledge states it consulted the Institute of Medicine, HHS/USDA Dietary Guidelines, and nutritional experts.	"On Air" Online Packaging	Cartoon Network's pledge states that "its only exception will be for special occasion treats."	By January 1, 2008	
Discovery Kids (Discovery Communications)	No	Yes	HHS/USDA Dietary Guidelines	Packaging	Discovery Kids pledge states the "only exception will be licensing of special occasion sweets such as birthday cakes."	Not Specified	
Disney Channel (The Walt Disney Company)	Disney's pledge states it will use company established nutrition guidelines for accepting food and brand sponsorships on the Disney Channel and for accepting food sponsorship and promotion on their other kids media outlets during child-targeted content.	Disney's pledge states it will use company established nutrition guidelines for using licensed characters.	HHS/USDA Dietary Guidelines	The Disney Channel Other Kids Media Outlets Movies Packaging Promotions	Disney's pledge states it will "continue to license special-occasion sweets such as birthday cakes and seasonal candy," but will "limit the number of indulgence items in its licensed portfolio to 15% by 2010."	Disney's pledge states its "guidelines were developed to anchor our business decisions going forward" (as of October, 2006), but that "implementing them fully will take time." It hopes to have fully implemented its standards by the end of 2008.	
ION Television (ION Media Network)	ION Media Networks pledge states it will use "distinct standards for advertisers," and will "not air national advertising that features unhealthy food and beverage choices."	Not Specified	Not specified.	Qubo 24/7 digital network Qubo programming block on ION Television	None Specified	Not Specified	
Nickelodeon (Viacom)	No	Yes. Characters will only be used if a product meets "better for you" criteria.	Nickelodeon's pledge states criteria established by "marketing partners in accordance with governmental dietary guidelines."	Packaging	Nickelodeon's pledge states it will not use licensed characters for junk food products except for "special occasion/celebration purposes, including birthdays and holidays."	By January 1, 2009	
Qubo Programming Block	ION Media Networks states that is "does not carry ads for products deemed 'unhealthy,'" and will "continue to refuse 'unhealthy food and beverage choices' during its programming blocks.	Not Specified	Not specified.	NBC Telemundo ION Network	None Specified	Currently in place	NBC/Telemundo recently announced that this policy will also go into effect at their 26 owned and operated stations.
Sesame Street (Sesame Workshop)	Not Applicable. Sesame Street only produces children's media content.	Yes	USDA, American Academy of Pediatrics, International Program in Nutrition, & National Institute of Health	Programming Publishing Packaging Video	None Specified	Currently in place	