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June 9, 2005

UNITED STATES MAIL
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Federal Trade Commission
Office of the Secretary
Room 159-H (Annex H)
600 Pennsylvania Avenue, N.W.
Washington, DC 20580

In reference to: Food Marketing to Kids Workshop – Comment, P034519

To Whom It May Concern:

Several of our advertising industry clients would like to propose that the Federal Trade Commission (FTC) consider inviting a panel for the Workshop on Perspectives on Marketing, Self-Regulation and Childhood Obesity that could provide a broad view of the role of self regulation from the advertisers to ultimate reviews by CARU. The composition of such a panel could be similar to the one that was formed for the April 5, 2005 Washington Legislative Conference sponsored by the American Association of Advertising Agencies (AAAA), the American Advertising Federation (AAF), and the Association of National Advertisers (ANA) at *The Washington Post*. Lydia Parnes may have seen part of the industry discussion of self-regulation since she also spoke at the conference.

The panel on self-regulation included executives from an advertising agency, a television network, and principals from the National Advertising Review Council (NARC) and the Children's Advertising Review Unit (CARU) -- Carla Michelotti, General Counsel of Leo Burnett, Victoria Morgan from NBC, and Elizabeth Lascoux and Jim Guthrie. The purpose was to illustrate that self-regulation is not simply a complaint and review process that starts and ends with CARU. Self-regulation begins at the advertiser and continues through the reviews by the agency and the networks, and CARU represents the oversight at the end of the process.

I would be pleased to help put together a panel that would include an advertiser, agency executive, network representative as well as the representatives from CARU whom I would expect would be invited to participate in any event. I was most impressed by the

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fact that a media-savvy audience at the April 5 conference came away commenting on how much they had learned from the panel that Carla moderated. I think a similar presentation would be very valuable for the record of your Workshop.

I look forward to hearing from you.

Respectfully,

A handwritten mark, possibly a signature or initials, consisting of a single diagonal stroke.

James H. Davidson