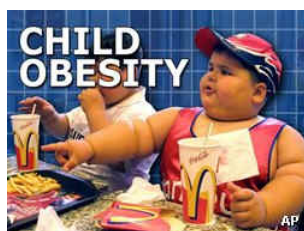


Food Ads: In the News

Deconstructing Ads For Snack and Junk Food Which Target Young Children

Written and produced by Frank Baker, Copyright 2004



Related articles/background readings:

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[Kids TV Ads for Unhealthy Foods Have Skyrocketed in Just 4 Years](#)

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[Online junk food ads banned](#) (UK)

OCTOBER 2016

[Study shows advertising is still an obstacle to raising kids w/o gender stereotypes](#)

[FTC Complaint Alleges That Google, Disney and others Profit from Deceptive Ads Aimed At kids](#)

JUNE 2016

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AUGUST 2015

- [Study: Ads for Junk Food & Soda Target Minorities More Than Whites](#)

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- [Study: Junk Food Ads Aimed at Kids Still A Problem](#)
- [Food Ads During Children's TV Don't Meet Proposed Guidelines](#)

NOVEMBER 2014

- [Study: Fast Food Ads Target Black Youth More](#)
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- [Fast Food Marketing For Children Disproportionately Affects Certain Communities](#)

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- [The power of food ad characters](#)
- [12 Ways Fast Food Cos Trick You Into Eating More Junk](#)

DECEMBER 2013

- [TV ads nutritionally unhealthy for kids, study finds](#)

NOVEMBER 2013

- [Fast Food Ads Continue to Target Children](#)
- [US kids ages 6-11 saw 10 percent fewer TV ads for fast-food](#)

SEPTEMBER 2013

- [First Lady Wants Less Advertising of Sweet and Salty](#)

Foods to Kids

AUGUST 2013

- [Kids' Fast Food Ads Promote Toys Over Burgers, Study Finds](#)
- [Research: Latino kids are a top target of junk food ads](#)
- [Legislation Would Use Tax Code to Stop Junk Food Ads Targeting Kids](#)

JULY 2013

- [Online Food Ads Targeting Kids Promote Unhealthy Foods](#)

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- [Parents With Heavy TV Viewing More Likely To Feed Children Junk Food: Study](#)

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- [Food Marketers Use SpongeBob, Shrek to Bombard Latino Kids with Commercials](#)

MARCH 2013

- [U of A researchers want to see an end to unhealthy food and beverage ads aimed at children](#)
- [Banning Food Ads Targeted At Kids](#)
- [Nearly 70% of Food Ads on Nickelodeon are for Junk](#)
- [Ad Blasts Nick for Airing Junk Food Ads](#)

FEBRUARY 2013

- [How advertising targets children](#)

JANUARY 2013

- [Outdoor Fast Food Ads Could Promote Obesity](#)
- [Food ads targeting parents promise taste, convenience, but deliver bad nutrition, study finds](#)

DECEMBER 2012

- [Soda and Food Ads Aimed at Kids Decline](#)
- [Food TV ads for children drop, as web, mobile marketing rise amid obesity crisis](#)
- [Food Marketers Get 'Smarter' About Ads for Kids](#)
- [Nick Targeted in Fight Over Food Marketing Guidelines](#)

OCTOBER 2012

- [Program Aims To Make Kids More Critical Of Junk Food Ads](#)

JUNE 2012

- [McDonald's: Why Our Food Looks Better in Ads Than in Real Life](#)

MAY 2012

- [Should Kids Shows Partner With Fast Food Companies?](#)
- [Institute of Medicine Wants Food Ad Standards Applied to Teens](#)
- [FTC Attempt to Limit Food Marketing to Kids Loses Steam](#)
- [Junk Food, TV-Watching Linked Among Teens](#)

APRIL 2012

- [Familiarity with television fast-food ads linked to obesity](#)

FEBRUARY 2012

- [Food Marketing Targeted At Kids Still Not Ideal](#)

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- [Advergaming Increase Junk Food Eating \(Study\)](#)
- [Look At The Difference Between Fast Food Ads And Real Menu Items](#)

DECEMBER 2011

- [Guidelines for kids' food ads on hold](#)

OCTOBER 2011

- [Marketers Call for FTC to Scrap Food Guidelines](#)
- [Political food fight over junk food ads to kids](#)
- [Fast food ads have more impact than parents, study suggests](#)
- [Food ads more persuasive than parents, study suggests](#)

AUGUST 2011

- [Cartoon characters prod kids to nag for unhealthy foods](#)
- [The Nag Factor: How Children Convince Their Moms To Buy Junk Food](#)
- [Junk food still stars in TV ads seen by kids](#)
- [Kids seeing fewer TV ads for sweets and snacks, study finds](#)

JULY 2011

- [Food companies propose cutting back on to junk food marketing aimed at children](#)

JUNE 2011

- [Junk food ads really do make kids hungry for unhealthy meals](#)
- [U.S. Doctors: Ban Fast Food Ads on TV](#)
- [Marketing Food To Kids With Cartoon Characters](#)

MAY 2011

- [Food fight: Feds aim to cut ads targeting kids](#)

APRIL 2011

- [U.S. Seeks New Limits on Food Ads for Children](#)
- [Advertisers Rebuke Obama Administration's Proposed Rules on Marketing Food to Kids](#)
- [Cartoon characters on cereal boxes may be influencing kids, new study finds](#)

NOVEMBER 2010

- [Fast-food restaurants target kids, study shows](#)
- [Fast Food Restaurants Market Non-Healthy Menu Items Heavily To Kids](#)
- [Of Over 3000 Kids' Meal Combinations, Only 12 Seen As Healthy For Preschoolers](#)
- [Are Kids Prey For Fast Food Companies?](#)

SEPTEMBER 2010

- [Internet the new junk food battleground](#)
- [Most US kids see fewer food ads on television: study](#)
- [FTC Subpoenas 48 Food Companies Regarding Marketing to Kids](#)
- [Fast foods: ads vs reality](#)

AUGUST 2010

- [Sneaky Commercials: The Unconscious Way TV Makes You Eat](#)
- [The power of persuasion: Food marketing works](#)

JULY 2010

- [Study: ads for fast food increase, decrease for sweets and cookies](#)

JUNE 2010

- [Study: Cartoon Characters Attract Kids to Junk Food](#)
- [FTC Alleges False Advertising Of Rice Krispies](#)
- [TV food advertisements promote imbalanced diets](#)

MAY 2010

- [U.S. Cracks Down on Marketing of Unhealthy Foods](#)

MARCH 2010

- [Food and entertainment companies get low marks for policies on marketing food to children](#)
- [Food marketing to kids](#)

FEBRUARY 2010

- [More Licensed Characters and Other Packaging Promotions](#)
- [Used to Market Less Nutritious Foods to Kids](#) (Yale Study)
- [Junk food gets spotlight in many movies: study](#)
- [Study finds junk food ads, not TV, make kids fat](#)

DECEMBER 2009

- [Study: Kids See Too Many Junk Food Ads](#)

NOVEMBER 2009

- [Most Food Ads on Nickelodeon Still For Junk Food](#)
- [Ads for unhealthy foods increase childhood consumption 45%](#)

AUGUST 2009

- [Study finds fatty foods, alcohol use often part of kids' TV](#)

JULY 2009

- [TV Ads Trigger Mindless Eating](#)

MAY 2009

- [Is that right? Frosted Mini-Wheats Keep Kids "Full & Focused"](#)

MARCH 2009

- [New media, same old tricks – junk food websites are getting kids hooked](#)

FEBRUARY 2009

- [What you should know about the food industry](#)

JULY 2008

- [FTC Study: Kids target of \\$1.6 billion in food ads](#)
- [It's Official: Big Food Targets Kids](#)

APRIL 2008

- [91% of Kids Ads Unhealthy](#)

JULY 2007

- [More Major Food Marketers Establish Kids-Advertising Limits;](#)
- [Limiting Ads of Junk Food to Children](#)

JUNE 2007

- [Kellogg Agrees to Phase Out Some Food Ads to Children](#)

MARCH 2007

- New Study: [Food: Top Product Seen Advertised by Children](#) (watch [some of the TV commercials](#) cited by the Kaiser report)

JULY 2006

- [Food companies lure kids with online games](#) (Kaiser Study)
- [Fast-food franchisees ask chains to tone down racy ads](#)
- [Online Games Influence Kids' Food Choices](#)
- [FDA warns Cheerios over health claims](#)
- [WONKA Brands Dropped From Kids Shows](#)
- [ANA: Kids Seeing Fewer Snack-Food Ads](#)
- [Despite Pledges, Nickelodeon Still Marketing Nutritionally Poor Food](#)
- [Burger King goes after moms with new ads](#)
- [Child obesity seen as fueled by Spanish language TV ads](#)
- [Patterns: Children's Ads on TV Push Sugar and Fat](#)
- [Survey Says: Kids TV Ad Diet High In Sweets, Fats & Salt](#)
- [Psychologists seek strict guidelines for fast-food ads](#)
- [Learn to be skeptical of online health information](#)
- [More Major Food Marketers Establish Kids-Advertising Limits;](#)
- [Limiting Ads of Junk Food to Children](#)

- [Encourage kids' critical thinking on ads](#)
- [Media literacy essential for health kids](#)
- [Kellogg to Phase Out Some Food Ads to Children](#)
- [Advocacy Group Says Nick Should Ditch Junk Food Ads \(FTC report\)](#)
- [TV Food Advertising Unchanged](#)
- [Protecting kids from online food ads](#)
- [FCC May Need To Regulate Food Ads](#)
- [TV food ads increase obese children's appetite by 134% \(UK Study\)](#)
- [Food for Thought: TV Food Advertising to Children in the US \(Kaiser Study\)](#)
- [Marketers, Media Get Chewed Out About Childhood Obesity](#)
- [M&M's maker to stop marketing to kids](#)
- [Do TV Ads Cause Childhood Obesity?](#)
- [General Mills Yanks Reduced-Sugar Cereal](#)
- [Do food ads make kids fat? Effort to limit commercials may be revived](#)
- [New Disney Rules Limit Character Use in Kids' Foods](#)
- [Food Ads Aim to Build Brand Loyalty in Preschoolers, Researcher Says](#)
- [High-Fat Food Ads Target Toddlers](#)
- [FCC To Study Ads, Kids Weight Links](#)
- [Food Companies lure kids with online games \(Kaiser study\)](#)
- [In: fruit crisps, milk.Out: Twix, Coke.](#)
- [Industry Urged to Offer More Nutritious Foods for Children](#)
- [Ads May Explain Link Between TV Viewing & Overweight in Children](#)
- [Black oriented TV has more fast food ads](#)
- [HARKIN LAUNCHES FRESH ATTACK ON FAST FOOD](#)
- [Taco Bell Nation](#)
- [HOW KELLOGG IGNORED WARNING SIGNS OF FOOD LAWSUIT](#)
- [Kellogg Viacom Sued Over Junk Food Ads](#)
- [Under pressure: food makers shift to healthier options](#)
- [IOM tells industry to stop marketing junk food to kids](#)

- [Snack-food makers promote exercise, healthful diets for kids](#)
- [CARU Raises Hackles By Tightening Children's Ad Rules](#)
- [Kids put nutrition in the picture](#)
- [The Messenger Changes Tactics](#) (Broadcasting/Cable)
- [Critics say watchdog group too soft on advertising industry](#)
- McDonalds introduces [nutrition labeling](#)
- USDA unveils [food pyramid for kids](#)
- [Sodas on the dietary hot seat](#)
- [Junk food more available in middle schools](#)
- [California AG wants warning labels on fries, chips](#)
- [Food Landscape in TV: junk food ads](#) (study)
- [Junk food nation: who's to blame](#) (The Nation)
- [Cereal ads give apples a bad rap, critics say](#)
- Powerful persuasion: [can healthy ads balance the junk?](#)
- Advocacy Group: [Kellogg's Cereal Ad Misleads](#)
- Study: [junk food ads spur kids' obesity](#)
- [Fries with that fruit?](#)
- Various articles on [FTC Kids' food ad hearings](#)
- Grasp of [media literacy is crucial to kids health](#)
- Debate Over Soda Warnings: [groups argue over limits on kids ads](#)
- [Food Makers Propose Tougher Guidelines For Children's Ads](#)
- [Food Marketers Up To Their Old Trix](#)
- [General Mills touts sugary cereals as healthy breakfast](#)
- [TV confuses children about which foods are healthy, new study finds](#)
- [Aiming at kids](#): Pressure builds on foodmakers
- Articles: [TV-obesity link](#)
- [School teaches healthy nutrition in preschool](#)
- [Childhood obesity fueled by marketing tactics](#)
- [Push grows to limit food ads to children](#)
- [A three Twinkies lunch](#)
- [Living in the fast food lane/Kids and caffeine](#)
- Junk Food's Health Crusade: [How Ronald McDonald Became a](#)

Health Ambassador

- When a food marketer helps devise nutrition advice
- FOOD ADVERTISING PUSHED INTO HARSH SPOTLIGHT
- Won't Ban Junk-Food Ads for Kids, US Official Says
- Sweet tips to give sugar the slip from kids' diets
- General Mills defends ads aimed at children
- Major food groups form lobby; Food execs say they're helping kids fight fat
- McDonalds Ads Target Children As Young As 4
- Do Ads Make Kids Fat?
- Kraft To Curb Junk Food ads aimed at kids (Jan. 2005)
- Marketing Food To Kids (Jan. 2005)
- National Geographic kids magazine packed with ads for foods and drinks that promote obesity and diabetes
- Yale Prof Examines Obesity Causes
- Junk Food Junkies
- Commentary: From Fat Nation to Fit Nation
- Twin child scourges: obesity and television
- Food-label rule proves to be a big ingredient for change
- Destiny's Child Lovin' McDonald's Deal
- NAS announces campaign on foods & obesity (Sept.30, 2004)
- Kill the messenger (June 2004)
- Psychologists urge limits on advertising to kids
- Don't blame ads: Kids view fewer food commercials; ANA, GMA studies released
- Ads Rapped In Child Obesity Fight | February 24, 2004
- Junk Food Ads contributing to Fat kids (AP, 2/24/2004)
- Bombarded by Food Ads (Dec.2003)
- Pulling the Plug on Fat Ads (Aug. 2003)