

I am writing to find out about controls on television advertising content as certain times in the day and for certain television programming. In our family, we have recently had a couple of interesting experiences which honestly make me sick to my stomach. While watching the world cup finals recently (at 1pm PST I might add) with our 3 and 5 year old kids, we watched an advertisement for a horror film where a woman is screaming bloody murder and drowns in a pool of blood. Not so easy to get over when you are 3 (or 33 for that matter.) We thought it might be a safe time to have the television on. Nope. This reminded of us of a similar experience while watching the world series one afternoon last summer/fall. There were more frightful images and inappropriate language for any family program.

Now, I know I could expect ads such as those during say "Law and Order" or "CSI," but I would not let my kids sit through those programs nor that programming time. What controls (if any) are in place for ads during sport events? And who are the appropriate groups I would be able to contact regarding this issue?