

This kind of commercial advertising should not be allowed at all for young children. This is of paramount importance and a cornerstone responsibility of the FCC to manage and respond to.

Ask yourself "Is this manipulating children and if so, in a to what end"? Does it follow Nickelodeon's and the FCC mission statements?

FCC: "To be an agent of POSITIVE CHANGE, striving for continuous improvement in FCC's management and program operations".

Nickelodeon /Viacom: "Viacom strives to maintain a work environment that upholds the HIGHEST STANDARDS of business behavior. Our company values individuals who are ETHICAL, work smart and share the dedication and passion that have made Viacom the success it is today and are crucial for continued long-term success. The Viacom Business Conduct Statement and Supplier Compliance Policy affirm our commitment to these high standards".