

I am dismayed that Nicktoons would try to broadcast a show that is little more than an advertisement for Skechers shoes. Zevo-3 is the first program for kids based on advertising logos. Its main characters, Elastika, Kewl Breeze, Z-Strap and the evil Dr. Stankfoot have only appeared in advertisements for Skechers shoes. For that reason, Zevo -3 will significantly escalate the commercialization of children's television.

I urge the FCC to take action. Children are particularly vulnerable to advertising and need protection from overcommercialization. The Commission is all that is standing between kids and networks flooded with program-length commercials starring spokescharacters like Ronald McDonald, the Burger King and Tony the Tiger.