



Who We Are and What We Do...

Commercial Alert is a national non-profit organization that protects children and communities from commercialism. We have more than 2,000 citizen members, including members in all 50 states and the District of Columbia.

Our mission is to keep the commercial culture within its proper sphere, and to prevent it from exploiting children and subverting the higher values of family, community, environmental integrity and democracy. Commercial Alert was founded in 1998 by Ralph Nader and Gary Ruskin.

Commercial Alert victories:

- Our campaign against commercialism in schools led to the demise of the ZapMe! Corp. and its use of computers to extract market research from unsuspecting school children.
- The Federal Trade Commission sided with Commercial Alert's complaint against eight major search engines for disguising ads as search engine results. The FTC now requires search engines companies, including AOL Time Warner and Microsoft, to provide "clear and conspicuous disclosure" of ads in search engine results.
- Our letter to the American Psychological Association (APA) on advertising to children launched an internal APA process to review the ethics of using psychology to trick or mislead children for monetary gain.
- Commercial Alert campaigned successfully for the new Elementary and Secondary Education Act provision that requires parental notification before a corporation can extract market research from a child in school.
- Bowing to pressure from Commercial Alert, AOL Time Warner dropped its plans to put ads into CNN Student News, a TV program shown to children in about 18,000 schools each school day.
- Our work has been widely covered by the media, including the *New York Times*, *Washington Post*, *Los Angeles Times*, *USA Today*, *Wall Street Journal*, *Business Week*, *Boston Globe*, *Time Magazine*, *Newsweek*, *U.S. News & World Report*, National Public Radio, CNN and ABC World News Tonight.

For more information about Commercial Alert, or to become a citizen member, please visit our website at: www.commercialalert.org or call (503) 235-8012.

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