the advertisements were intended for consumers, professionals or business entities. The statement of function and policies was last revised in 1998 and it states:

The National Advertising Division of the Council of Better Business Bureaus and the Children’s Advertising Review Unit (CARU), shall be responsible for receiving or initiating, evaluating, investigating, analyzing (in conjunction with outside experts, if warranted, and upon notice to the parties), and holding negotiations with an advertiser, and resolving complaints or questions from any source involving the truth or accuracy of national advertising, or consistency with CARU’s *Self-Regulatory Guidelines for Children’s Advertising*. (NAD Case Reports, Vol. 28, No.9, pp. 339-354, 1998)

A decision by NAD that an advertisement has been substantiated does not constitute an endorsement of a company, product or service. Similarly, an advertiser’s voluntary modification of advertising in cooperation with NAD does not constitute an admission of impropriety. When an advertiser does not agree to comply with the decision of the NAD, the advertiser is entitled to a panel review of the National Advertising Review Board (NARB). When advertisers elect not to participate in the self-regulatory process, NAD/NARB may prepare a review of the facts, which may be then forwarded to the appropriate federal, or state law enforcement agencies (NAD Case Reports 1998).

After NAD or NARB requests that an advertisement be modified or discontinued, NAD may request that the advertiser report back on the status of the advertisement at issue and explain the steps taken to comply with the decision. When compliance is an issue, NAD may refer the matter to the appropriate government agencies and report these actions to the public and the press.