

June 30, 2006

Donald S. Clark, Secretary  
Office of the Secretary  
Federal Trade Commission  
600 Pennsylvania Ave., NW  
Washington, DC 20580

Dear Secretary Clark:

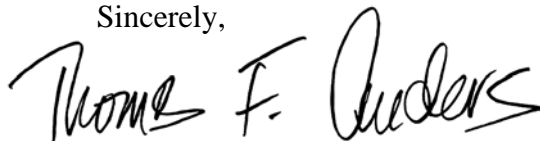
The American Academy of Child and Adolescent Psychiatry (AACAP), representing over 7,500 child and adolescent psychiatrists, supports an investigation into the May 2006 complaint filed by the Campaign for Commercial Free Childhood concerning the advertising and marketing of infant and toddler videos.

The AACAP is dedicated to the well-being and development of children and adolescents, bases all recommendations to parents and child specialists on scientific evidence. We have been involved in various child media related uses from TV ratings and the "V" Chip to on-line safety and promoting scientific research that has helped children and their parents for over fifty years.

There is no research to demonstrate that infant and toddler videos help either cognitively or developmentally. Research on brain development does demonstrate that infants and toddlers have a necessary need for interaction with parents, siblings and other caregivers, in order to develop cognitively and socially. The bond between a parent and a child is priceless and the constant communication between them will enable the child to excel into adolescents.

If you have any questions, please contact Kristin Kroeger Ptakowski, AACAP Deputy Executive Director/Director of Government Affairs and Clinical Practice, at 202-966-7300, ext 108.

Sincerely,

A handwritten signature in black ink that reads "Thomas F. Anders". The signature is written in a cursive, flowing style.

Thomas F. Anders, M.D.

cc: Michael Brody, M.D., Chair Television and the Media Committee  
Kristin Kroeger Ptakowski