

Marketing Terrorism to Kids

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The [Department of Homeland Security](#) has begun marketing [terrorism](#) preparedness to children during cartoon programs alongside McDonalds and GI Joe advertisements.

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B04150 Remarcus

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The new version of the PSAs unveiled today, which were created pro bono by [BBDO Worldwide](#), are aimed at parents and speak particularly about the value of a family emergency plan. The television advertisements feature children asking such questions as, "How do we keep in touch with each other if the phones don't work?" "If we can't make it home, who'll pick us up?" and "Shouldn't we pick a place to meet?" Homeland Security advises that by simply taking a little time to create a family emergency plan, parents can help uncover the answers to these critically important questions. In addition to the television advertisements, there are also new Ready campaign radio, print, outdoor and internet PSAs.

While this may seem altruistic on the surface, to view the commercials, one can see the heinous coercion aimed at parents through the brainwashing of their children in an effort to promote the paranoia and distrust essential to keeping the global war machine moving forward. It is the same strategy used in the [D.A.R.E program](#), [Partnership for a Drug Free America](#), and employed by the fast food and toy industries.

Some of these Public Service Announcements may be [seen here](#).