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May 5, 2010

A.D. David Mackay
President and CEO
Kellogg Company
One Kellogg Square
P.O. Box 3599
Battle Creek, MI 49016

Dear Mr. Mackay,

On behalf of Fathers & Families, I would like to commend you for choosing to advertise Rice Krispies with an ad where children are enjoying time with their father. "Weathering Rain Together" is an accurate portrayal of the loving relationship most fathers have with their children.

Fathers & Families is concerned that fathers are so often depicted in TV ads as idiotic, irresponsible and immature.

How fathers are portrayed on television matters. It can certainly have a negative effect on young men and women. Young men may not want to aspire to be great husbands and fathers and women will perhaps see their husbands and fathers of their children as disposable and unnecessary.

However, fathers are necessary. Studies show that fatherlessness leads to much higher rates of teen drug abuse, crime, pregnancy, and school drop-outs.

We hope the Kellogg's company will continue to choose ads that show fathers interacting with their children in a loving, caring manner.

Sincerely,



Melissa Hodgdon
Deputy Director
Fathers & Families