Changes at ACCM

Professor Elizabeth Handsley was elected President of the Australian Council on Children and the Media at the Annual General Meeting held on Tuesday 26 October 2010.

Jane Roberts (WA) is the new Vice-President. We are happy to welcome new Directors, Kym Goodes (Tasmania) and Marjorie Voss (Queensland).

Rev Elisabeth Crossman (Qld), Anne Fitzgerald (TAS), Jennifer Cassidy (AEU representative) have resigned from the Board to take up other roles.


ACMA confirms Nine and WIN incorrectly classified program.

The Nine Network and WIN Corporation will be required to edit or reclassify all future broadcasts of the television series Dante’s Cove to comply with the provisions of the MA (Mature Audience) or AV (Adult Violence) classifications, following enforceable undertakings accepted by the Australian Communications and Media Authority (ACMA).

An episode of the program broadcast in December 2009 and a different episode broadcast in January 2010 were both incorrectly classified as AV. They contained scenes of sex and nudity considered high in impact and not suitable for broadcast on commercial television under the Commercial Television Industry Codes of Practice. Nine, which has a program supply deal with WIN, classified both episodes.

According to ACMA Chairman, Chris Chapman, these incorrect classifications are of concern because the scenes should have been easily identified and edited by Nine’s classifiers.


Children lie to join Facebook

According to Jim O’Rourke, writing in The Age, children as young as 8 are signing up to Facebook and exposing themselves to cyber bullying and online predators.

Both police and teachers are warning parents to be more vigilant when it comes to their children and Facebook. They say that a growing number of children are flouting the Facebook age restrictions and creating accounts despite the age requirement. These children have to lie about their age because users have to be over 13 to create a Facebook account and many parents are unaware that this is happening.

Child advocate Robyn Treyvaud said when she asks a class of year 4s if they have a Facebook account most put up their hands. Treyvaud warns that the greatest harms to children come from the child’s own peer group, in the form of cyberbullying, and not from adult predators, although we should always be mindful of that predators are a danger.


TropJr - enter now.

Trop Jr – the world’s largest short film festival for kids, by kids – is inviting young filmmakers to once more unleash their creativity on the big screen. Entries for the junior Tropfest opened on Tuesday 12 October giving filmmakers aged 15 years and under an opportunity to show off their talents.

Prizes this year include a digital video camera and educational filmmaking experiences. Trop Jr finalists will have their short films screened at the Domain in Sydney ahead of the Movie Extra Tropfest event on Sunday 20 February 2011.

Trop Jr and Tropfest have become major drawcards for film lovers across the nation, attracting thousands of fans every year.

The Australian Children’s Television Foundation (ACTF), the founding Presenting Partner of Trop Jr, is again providing support to the festival. ABC3, ABC TV’s dedicated children’s digital channel, is the Major Media Partner.

Entries close on 6 January and young filmmakers can enter online. To be eligible, they will have to create a film that is no longer than seven minutes long that must feature the Trop Jr Signature Item for 2011 – FAN - to prove it was made for the festival

http://www.tropjr.com.au

STOP PRESS

Schwarzenegger vs violent games
- latest news

On November 2 the US Supreme Court began to hear oral arguments in the case Schwarzenegger v. Entertainment Merchants Assn, involving a California law, enacted but never put into effect, that bans the sale of violent video games to minors.

The issues at hand include just how deleterious the effects of violence are on the underage targets of the manufacturers, and whether First Amendment freedom-of-speech rights should override the content of the violent message.

Media violence researchers Professors Ed Donnerstein, John P Murray and Dale Kunkel are pictured below in front of the Supreme Court. John Murray is our guest editorialist this month, writing about this case.

GUEST EDITORIAL: TERMINATOR vs MERCHANTS OF DEATH

A DAY ON EARTH

CHILDREN LIE TO JOIN FACEBOOK

CHANGES AT ACCM

WHO ON FOOD MARKETING
EDITORIAL

The Terminator vs. Entertainment Merchants of Death

Our guest editor this month is John P Murray, Ph D, Research Fellow in Psychology Washington College and Visiting Scholar, Center on Media and Child Health Children’s Hospital Boston, Harvard Medical School

This is an edited version of a letter he wrote to the Washington Post, 31 October 2010

On November 2 the Supreme Court will be hearing Oral Arguments in the case of Schwarzenegger v. Entertainment Merchants Association arising out of a challenge to a California law that prohibits the sale or rental of violent video games to minors. It is ironic that Governor Schwarzenegger (who is, of course, known as The Terminator) would be pressing a case against the video violence industry but it is to Governor Schwarzenegger’s great credit that he had the courage to stand up to the bullies of the video violence groupies. When the violence industry challenged similar laws in Michigan, Illinois and Utah the governors backed down in the face of the legal onslaught.

In support of Governor Schwarzenegger is 50 years of research findings showing the harmful effects of TV and Video violence on young viewers. Indeed, a recent study from the National Institutes of Health by a team of psychologists and neuroscientists under the direction of Dr. Jordan Grafman (Social Cognitive and Affective Neuroscience, October 18, 2010) showed that repeated exposure to violent videos caused neurological changes in adolescents that reduced their emotional responsiveness to violence and therefore promotes aggressive attitudes and behavior.

In my own research on brainmapping and video violence viewing in 8 to 13 year-old boys and girls (Media Psychology, 2006) we demonstrated that there are distinctive patterns of brain activation which show that children are storing the video violence in a area of the brain (the posterior cingulate) that enables the children to recall these images in a flash, rather like posttraumatic stress disorder (PTSD) thereby serving as potential models for aggressive behavior.

So, Tuesday 2 November will be an interesting day in the Supreme Court and I hope that The Terminator wins this battle.

John P. Murray, Ph.D.

NEW BOOK

Children Media and Culture

Maire Messenger Davies

Open University Press

Childhood and children’s culture are regularly in the forefront of debates about how society is changing. This book addresses continuing concerns around media and critically examines the view that technology has dramatically changed modern children’s lives. It considers how public anxieties regarding the harmful influences of the media are heightened at times of rapid technological change.

The book discusses various genres, including television and the Internet, children’s books, fairy tales, children in art, playground games, and film. Case studies include Disney, Harry Potter; Teletubbies, Sesame Street, Cbeebies and The Secret Garden.

Mother’s invention.

Asher Moses, writing in The Age, reports that a mother of four from south-west Sydney could make a fortune out of a simple Nintendo DS accessory that she invented to solve an expensive problem. Janene Samuel invented the $20 Gametag after her children kept losing their Nintendo DS games, costing her close to $100 every year. The product consists of a lanyard attached to a keyring that holds eight tags, which are stuck on to the game cartridges.


Children’s film making awards.

At the annual Panasonic Kid Witness News New Vision Awards held in Sydney on 21 October, children from Norfolk Village State School, in Queensland, took away this year's major award for primary schools. Their short film Environmental Rescue is about a secret band of native animals that fight against habitat loss.

Kaurna Plains School in South Australia was awarded the National Secondary School Award for its film Warraburna Kaurna, a story commemorating the 30th anniversary of revival of the Kaurna language.

National winners now enter a regional competition and then, possibly, the worldwide competition. All of this year’s winners can be seen on the Kid Witness News website.

Teen boys ‘brutalised by violent programs’

TEENAGE boys who repeatedly watch violent TV programs, films and video games are more likely to become insensitive to violence, says a study that claims to offer new insights into this hotly debated field.

Researchers have long been worried that screen violence could have a brutalising effect on teenage minds.

Their worry is that part of the brain that controls emotions and responses to external events — essentially a “brake” on wrongful behaviour — is still in a vulnerable, developing stage during adolescence.

But investigations have been hampered by lack of evidence about what happens to brain functions, especially in the key area known as the lateral orbitofrontal cortex, when a teenager watches a violent scene.

A team led by Jordan Grafman of the US National Institute of Neurological Disorders and Stroke enrolled 22 boys between the age of 14 to 17 in a study aimed at getting this clinical data.

The lads each watched a series of short, four-second clips of violent scenes from 60 videos. The scenes were ranked as low, mild or moderate violence. They were shown in random order. The boys watched the clips as they lay in a functional magnetic resonance imaging (MRI) scanner, which monitors brain activity.

Their fingers were attached to sensors that measure the skin’s electrical conductance and varies in accordance with sweat.

They were considered a useful guide of emotional response to a stimulus.

The longer the boys watched more violent images, the less they responded in terms of lateral OFC activity and in skin response, the investigators found.

This tendency did not happen when the boys watched images of only low violence.

Desensitisation was most marked among boys who had the most exposure to violent media in their daily lives.

Dr Grafman said violent images stimulate structures in the brain which are typically activated when people are being aggressive. Without a mental guard to exercise emotional restraint, this boosts the risk that aggression becomes to be seen as acceptable behaviour.

**APP**

The Australian, 20 October 2010

Music muscled out as youth look to Facebook

SOCIAL networking sites such as Facebook have overtaken music as the No 1 way young people define themselves, according to an annual study of Australian youths and their media habits. But advertisers who want to target the youth market, worth almost $70 billion a year in consumer spending, should include mainstream media such as free-to-air television or weekend newspapers, as well as websites, in their media schedule.

They should also be subtle with their marketing messages, avoiding “interruptive” marketing techniques and developing branded content or other messages that tap into young people’s need to gain points with peers by sharing cool content, according to the annual Urban Market Research study of more than 2000 16 to 30-year-olds conducted by Lifelounge Group and Sweeney Research.

Lifelounge chief executive Dion Appel said that in the past year “my friends’ had replaced music, which for the past six years had been the most important way for young people to express their identity.

“You manifest a lot in social networks,” Mr Appel said. “With Facebook being the No 1 network, we’re seeing a reliance on friends to help you get your messages out and help you define yourself.”

Nike, Billabong and Adidas were the top fashion brands, Nokia, iPhone and Samsung the top mobile brands, and MasterChef, The Simpsons and The Big Bang Theory the top TV programs.

Television was still the most popular news medium, used by 68 per cent of those surveyed, followed closely by websites (63 per cent), and weekend newspapers were still popular, read by 38 per cent. But an internet connection was the No 1 thing Australian youths could not live without, ranking ahead of their mobile phone, alcohol and car. Facebook was the top website, accessed by 48 per cent, followed by Google and eBay.

**LARA SINCLAIR**

The Australian, 11 October 2010

In-your-face TV an application too far

Far-sighted people have often warned that better technology can lead to worse content.

**RORY SUTHERLAND**

In the less politically correct age that was my childhood, a series of stock-in-trade paperbacks sold in their millions. The first was called The Official Irish Joke Book — Book Three (Book Two to Follow). The only joke I remember concerned the Irish Nobel prize for medicine, “awarded to a man who had discovered a cure for which there was no known disease”.

This practice of seeking solutions for non-problems (or ex-problems) seems to be the curse of consumer electronics.

It is the civilian equivalent of the military-industrial complex, with a standing army of engineers forever looking for battles to fight, even when a technological ceasefire might make more sense.

Currently it is TV technology that seems to be headed for a bridge too far. 3-D may well have one wonderful application, in allowing groups of people to go to digital cinemas to watch live spectacles on large screens. Indeed, for big sporting fixtures, Formula 1, Wagner, coronations or anything staged by Kim Jong II, its possibilities seem genuinely exciting.

But great entertainment is mostly not about spectacle. It is about human drama. For this reason, far-sighted people have often warned that better technology can lead to worse content.

Leslie Halliwell even bemused CinemaScope’s role in destroying the intimacy of the old 4:3 aspect ratio, quoted Fritz Lang’s complaint that widescreen “is a great shape when you want to show a snake or a funeral”.

Frankly, I don’t want Mike Leigh in 3-D. “Wow, when that bearded man was repairing his Breville sandwich-maker in the kitchen, the screwdriver seemed to leap out of the screen.” CSI in 3-D would induce vomiting.

Likewise I am only mildly interested in Google TV, Apple TV and the new British platform called YouView, which will allow me to watch the past week of television on demand via my TV. You see, I don’t really suffer from a shortage of TV as it is.

Meanwhile, because it is simple and free, one of the most useful ideas in television technology has passed unremarked.

By this I mean the free applications that you can download to your iPhone, iPad or smartphone and which allow you to instruct your pay-TV box to record any program you choose from anywhere you happen to be.

Since I never get to read a newspaper before I leave the house, these little applications mean I can simply read the day’s TV listings at lunchtime (or from an internet cafe in Bogota, for that matter), find out what’s recommended viewing for that day.

**ENTERTAINMENT is mostly not about spectacle. It is about human drama**

Music and film are the great sources of human drama, and I am not one of those who say we should all watch the same thing. The BBC’s commitment to commission a range of dramas, whether historical or contemporary, is to be admired.

But all this technology has introduced a new dimension: the act of choosing.

Music, film, books and television are no longer just passive sources of entertainment, but are moving towards becoming active sources of information. The next step is going to be the act of choosing: selecting from the myriad possibilities which have been placed in front of us. The only way to do this is to know about all of them, and all the technology available is the perfect tool for this.

**THE SPECTATOR**

Rory Sutherland is vice-chairman of Ogilvy Group UK.

**Weekend Australian, 30-31 October 2010**
Act up, children: it does you good

CREATIVE: Theatre Bugs members Phoebe, 7, Lara, 7, and Hayleigh, 6. Picture: TAR SCHMAAL

Watchdog looks to safeguard an ever-changing web

WEB content that promotes terrorist acts, child sexual abuse, bestiality, violence or drug use can be banned from public view if reported to the Australian Communications and Media Authority.

The media watchdog maintains a database, or black list, of individual web pages that have been refused classification and thus banned from public consumption.

The list also contains content under other classification ratings, such as R18+.

The black list is compiled through a complaint mechanism where members of the public notify ACM when they come across potentially prohibited material.

Once a complaint is received, ACM will assess the case in line with the National Classification Code and the Classification Board Guidelines for Classification of Films and Computer Games. The black list is regularly updated to remove inactive web pages and add new ones. It is understood more than 1000 web pages are on the list.

In the case of the al-Qaeda organ Inspire, as it exists on multiple web pages across the internet, for a blanket ban to take place complaints would need to be raised about each page that contains a link to the downloadable file. ACM would review each case before making a final decision on a possible ban.

However, once a page is refused classification and moved to the black list, there is nothing to stop external sources replicating and distributing the offending content or file from a new website.

MUTCH BINGEMANN

The Australian, 27 October 2010

Mattel dumped despite a good toy story

JODEI

MATTEL shares have tumbled, despite a 23 per cent gain in quarterly profit, as the US's largest toy maker by revenue sparked fears about holiday sales amid slumping sales at the company's Fisher-Price division.

The El Segundo, California, toy maker said third-quarter profit was bolstered by sales of merchandise tied to the animated blockbuster movie Toy Story 3 and toys based on World Wrestling Entertainment. Earnings were also helped by foreign tax credits and cost cuts.

But sales at its Fisher-Price division dropped 5 per cent compared with the same period last year. Mattel at the end of the quarter recorded more than $1 billion Fisher-Price products that can cause injuries to children.

Last year, third-quarter sales at Fisher-Price dropped 6 per cent from the third quarter of 2008.

Mattel reported a profit of $US283.3 million ($286m), up from $US298m a year earlier. Revenue increased 2.3 per cent to $US1.3 billion and net profit was up 11 per cent excluding currency changes.

Analysts polled by Thomson Reuters had expected $US194m in revenue.

Mattel executives said it was too soon to tell how the holiday season would treat Fisher-Price and noted that the recall interrupted the company's marketing plans.

Fisher-Price toys tend to have higher prices compared with other toys.

Mattel said the recall had cost it less than $US8m so far and management didn't expect large additional expenditures to deal with the situation.

Mattel sales were hit by unfavourable currency exchange rates, and management singled out Venezuela as a drag. It also warned that it would have trouble meeting holiday demand for Monster High products and a dancing Mickey Mouse doll.

Mattel's costs for materials, labour and shipping will continue to rise and are likely to result in higher toy prices at stores next year. Sales of Mattel's Barbie increased 6 per cent, but revenue from Hot Wheels cars dropped by 3 per cent. Overall, Mattel's gross margin narrowed slightly, but lower costs, less interest expense and a lower provision for taxes caused its net margin to jump.

Shares were down 8 per cent at $US52.02 on Friday trading. The stock had been up over 20 per cent so far this year. Shares of rival Hasbro also fell 3 per cent to $US44.76.

ADDITIONAL REPORTING: MAXWELL MURPHY

The Australian, 18 October 2010

TV LEGEND Humphrey creator dies

THE creator of children's favourite Humphrey B. Bear has died. Rex Heading, who lived in Melbourne, died on Thursday, aged 81.

He created Humphrey in 1965 when he was program director at Channel 9 in Adelaide.

Humphrey first appeared on the Channel Niners before getting his own show, Here's Humphrey. It became the longest-running children's program on commercial television.

Missing dimensions in suburban multiplex

STEPHEN LUNN
THE WRY SIDE

ONE size fits all, I was told, with a sigh befitting the arse end of an eight-hour Sunday shift.

The sigher, a slouchy ticket vendor at one of those cinema mega-complexes inside a big suburban shopping centre, had clearly heard it all.

At issue were the 3-D glasses required for almost every new movie. They were required for the chosen film, Legends of the Guardians, an animation with owls as the main characters: a tale of swooping, sorry sweeping, grandeur.

(For an adult, all the owls looked pretty much the same, so the challenge was to match the Australian actors who voiced the characters with their cartoon owl. And with Rush, Wenham, Roxburgh, Cornwall, Otto, Neil, Furness, La Paglia, Hunter and Edgerton in the credits, it was a veritable Hoo’s Hoo.)

But back to the glasses. As The Wry Side handed over $80, and received sharpenel in change, for three kids’ tickets and one adult, he was informed that 3-D specs were thrown in free. Stilled worse on one side of the counter, stifled laugh on the other.

Into cinema 17, the size of your average suburban living room, and the rustling of much plastic wrapping as (the exorbitantly priced) choc-tops and glasses were extricated.

Two problems emerged. The first was mine. How do 3-D glasses work when you’re already wearing specs? Putting 3-D ones over the top just didn’t work. The screen was an annoying half 3-D, half blur. Surely the marketing geniuses behind 3-D cinema realised some patrons would be short-sighted, and some of these would be wearing glasses that couldn’t handle a 3-D overlay.

The second issue was the six-year-old, whose 3-D glasses-to-head ratio made him look like Brains from The Thunderbirds. They also kept slipping down his little six-year-old nose. Again, this was a kids’ movie. Was any thought given to kids’ size specs?

A quick trip to the box office to inquire was met with the “One size fits all” response. “Clearly it doesn’t” was a satisfyingly pithy but ultimately pointless comeback. I trudged back into the public living room to watch blurry owls, the best part of $100 lighter.

The six-year-old couldn’t understand my agitation. He just put his finger on the bridge of his nose and held the glasses in place for 100 minutes. No problem.

The verdict? The owl movie experience left me a little wiser, and the kids said it was a hoot.

The Australian, 19 October 2010

Apple’s sex filter patent may end explicit texts

ANDREW COLLEY

APPLE’S vision of a mini-censorship officer for mobile phones could bring the era of the school sex-text scandal to an end.

The US patent office has granted the company intellectual property rights for a system that would let parents classify messages children received on their phones as “G, PG, R or X, or any other appropriate ratings”.

Apple wrote in the patent application that the system would let a parent or guardian select a rating “to filter incoming and outgoing messages for that user.”

The content control was among many uses for the system contemplated in the patent, including education.

Technology experts instantly recognised its focus on curbing underage “sexting” — sending sexually explicit text messages.

Apple chief executive Steve Jobs has been a vocal critic of Google’s Android mobile phone system and early this year decried the Google system for offering adult content.

The Australian Federal Police declined to comment on whether it believed the technology would be effective. The law enforcement agency recently teamed up with the National Association of Prevention of Child Abuse and Neglect to run a child cyber-safety education program called “thinkUKnow” as part of National Child Protection Week.

 Sexting was singled out for an educational video.

The Australian, 15 October 2010

Shrek to the rescue of Dreamworks profit

KATHY SHWIFF

DREAMWORKS Animation SKG’s third-quarter profit doubled on strong revenue and margin growth, mostly from global box office for Shrek Forever After, its highest grossing international release.

Profits are down in recent quarters for the entertainment company, which focuses on family fare.

For the first time, though, it is releasing three animated feature films in a single year.

As well as the latest instalment of the Shrek franchise, it released How to Train Your Dragon, and next week Megamind will make its debut.

Dreamworks Animation is releasing all of its films in 3D, although the higher ticket prices for that format have kept some consumers away.

Meanwhile, DVD sales of its other titles have outdone those of rivals because of its younger audience.

Parents are more willing to buy a children’s DVD as it is likely to be watched repeatedly.

For the latest quarter, Dreamworks Animation reported a profit of $US39.8 million ($40.9m) up from $US19.6m a year earlier.

The latest quarter included an $US18m expense for a tax agreement with a former stockholder.

Revenue rose 39 per cent to $US188.9m. Gross margin rose to 43 per cent from 34.2 per cent.

Shrek Forever After, which opened on May 21, during the prior quarter, contributed $US20.4m in revenue during the latest quarter.

The Shrek sequel so far had pulled in $US238m in US box office and $US497m internationally box office for a worldwide total of $US735m to date, the company said.

The Australian, 28 October 2010
Students lost in cyberspace

JIM Barber speaks of cyberspace as if it were some ontologically distinct place (HES, October 13) where students can live and move as fully formed human beings.

The internet is at best a hyper-spatial machine. It has dramatically extended the possibilities of social reality but it has not freed us of the constraints of time and space as is suggested in the article. The folly of developing a policy vision based on the existence of this utopian place is further compounded by believing that Wikipedia represents the future of scholarship or teaching.

It represents the worst of the modern industry of knowledge; reducing the research of others to a popularity contest where faceless editors have disproportionate power. In a world where information increasingly is becoming a form of currency, the need for teachers to stand and deliver has never been so important.

Michael Speck
Scarborough, Queensland

The Australian, 20 October 2010

T-shirts too sexualised

AN internet group opposed to the sexualisation of children has vowed to boycott stores in the Queensland rural city of Toowoomba over some of the T-shirts they are selling.

The shirts depict naked women, some bound and gagged with rope, and have prompted local members of Collective Shout to declare they will not shop at Roger David or City Beach stores while they sell highly sexualised clothing items.

Collective Shout spokeswoman Melinda Liszewski said the T-shirt images sent the wrong messages about women.

The Advertiser, 16 October 2010

Visual promiscuity

I WOULD suggest to Adam Carey (“Flesh in the pan”, The Age, 23/10) that the reason for the proliferation of the “coolness” factor of pornography is primarily because of a generation of predominantly American female pop singers who have normalised and validated visual promiscuity, while convincing a generation of young girls that modesty is to be avoided at all times and young testosterone-charged males that women are only to be viewed as sexual conquests.

While some may celebrate this anti-prudish stance as being liberating, it will only raise future men and women who cannot form meaningful non-sexual relationships and be totally confused about the ideal of a monogamous marriage for life.

Peter Waterhouse, Moonoo Ponds
The Age, 28 October 2010

Porn: not just a little harmless fun

Path of fierce resistance can end the scourge

We are in a massive social experiment and nobody really knows how living in Pornland will shape our culture. What we do know is we are surrounded by images that degrade and debase women and that for this the entire industry pays us a price. How can we do without theporn of our culture? I wish I had a magic bullet but I don’t; we are up against an economic juggernaut.

Fighting the porn industry demands we resist both as individuals and as part of a collective movement. At the moment, most resistance happens at the individual level, and this is a promising start.

I meet young women who refuse to date men who use porn, parents who teach their children media literacy skills, teachers who develop sophisticated sex education programs and men who boycott porn because it affects their sexuality.

In the absence of a wider social movement, these individual forms of resistance make the most sense.

The pressing question, then, is how to unite these individual acts of resistance into a movement. In 2007, I helped form the group Stop Porn Culture, whose goal is to educate the public about the nature and effects of porn. SPC connects face-to-face with community teachers, antiviolence experts, parents and students.

I had a magic bullet but I don’t; we are up against an economic juggernaut.

Pornography presents a complex problem and, in many parts of the industry, an economic juggernaut.

GAIL DINS

SA media identity loses his battle

The Advertiser, 9 Oct 2010
TIM LLOYD

ADELAIDE film, media and arts figure John Chatway has died after a brief illness. He was 56. The much-loved founding partner of the Kojo Group was diagnosed with acute lymphoblastic leukaemia six weeks ago, succumbing to it on Tuesday.

Premier Mike Rann said yesterday that John Chatway was someone he had worked with for many years, as deputy chair of the Fringe and on boards including the SA Film Corporation and the Australian Dance Theatre.

“He was a key player in the new renaissance of cinema culture in this State,” said Mr Rann.

The cinematographer, director and writer made many award-winning works for film and television. With business partner Kent Smith he formed Kojo Group in 1991, overseeing its rise into a national player in media, films and TV.

Kent Smith said Chatway had embodied the spirit of the business.

“John … loved people and everyone loved him and he brought that warmth and energy to build Kojo to what it became over the decades,” he said.

At the SA Film Corporation he spearheaded the formation of an industry cluster of more than a dozen individual Adelaide film and media companies. Between them they have supplied all the technical and creative needs of SA’s film industry.

John Chatway is survived by his partner Maryanne and three children.

Edited extract
shoppandscape.org

IRONICALLY, pornography has become almost invisible by virtue of its ubiquitous presence into our lives, identities and relationships. We are so steeped in the pornographic mindset it is difficult to imagine what a world without porn would look like.

It is affecting our girls and boys, as both are growing up with porn encoded into their gender and sexual identities...
### NEW PUBLICATIONS

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<td>Yun, CF; et al (2010) The relationships between body mass index and television viewing, in ter net use and cellular phone use: The moderating effects of socio-demographic characteristics and exercise. Eating Disorders, Vol. 43, No. 6, Pp565-571</td>
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### EVENTS

**Little Big Shots 2011**
- now open for entries -

*Little Big Shots* showcases the best in professional filmmaking for, and by, children from around the world.

The entry deadline for submitting a film for consideration as part of the 2011 *Little Big Shots* program is December 17, 2010.

WHO moves on food marketing

A significant step forward for global efforts to promote healthy diets was reached on 21 May 2010, during the 63rd World Health Assembly, when the 193 Member States of the World Health Organisation endorsed a set of recommendations on the marketing of foods and non-alcoholic beverages to children.

These recommendations were a result of a comprehensive development process following the Sixtieth World Health Assembly, when the WHO Member States requested the WHO Director-General to promote responsible marketing in order to reduce the impact of foods high in saturated fats, trans-fatty acids, free sugars, or salt.

The 12 recommendations are structured under five subheadings: rationale, policy development, policy implementation, policy monitoring and evaluation, and research.

Because most of the available data about marketing to children comes from high-income countries, further research is recommended, especially related to implementation and evaluation of policies.


One Day on Earth – A Day to be Remembered

On October 10th this year thousands of students, filmmakers and citizens were invited to participate in ‘One Day on Earth’ and record all the joy, tragedy and conflict that occurs in just one 24 hour period on Earth. The day has been held annually since 2008.

Nothing was off limits to participants in the project with films including both a day in the life of a caterpillar and of a resident of Antarctica.

All the films created will be placed into an online shared archive that will be accessible to the public. The final aspect of the project will be major documentary, set to be released next year. The documentary will feature the films the day inspired. http://www.onedayonearth.org/

Fighting Obesity with online games

A new study has found that online social gaming, when appropriately designed, can motivate children to be healthy and fight childhood obesity.

The research carried out by Loughborough University and the Football Association in the UK, looked at how a website can combat childhood obesity.

The study compared a test group of schools, who used specifically designed social media website Footee (http://www.footee.com/), with a control group, who had no access to this website, and found that a well-designed website can stimulate children to be more active.

Physical activity levels were 39.2% higher in children during the 4 week exposure to the website in test schools compared to a only a 14.2% increase exhibited by control schools. Girl’s attitude towards physical education classes also improved, with a 34.1% increase in positive responses to the statement “I look forward to PE”.

http://www.i-newswire.com/online-screen-time-can-help-fight/66839

KIDS’ TV

AUSTRALIAN COUNCIL ON CHILDREN AND THE MEDIA
Membership/Subcription Application

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WHO moves on food marketing

A significant step forward for global efforts to promote healthy diets was reached on 21 May 2010, during the 63rd World Health Assembly, when the 193 Member States of the World Health Organisation endorsed a set of recommendations on the marketing of foods and non-alcoholic beverages to children.

These recommendations were a result of a comprehensive development process following the Sixtieth World Health Assembly, when the WHO Member States requested the WHO Director-General to promote responsible marketing in order to reduce the impact of foods high in saturated fats, trans-fatty acids, free sugars, or salt.

The 12 recommendations are structured under five subheadings: rationale, policy development, policy implementation, policy monitoring and evaluation, and research.

Because most of the available data about marketing to children comes from high-income countries, further research is recommended, especially related to implementation and evaluation of policies.


One Day on Earth – A Day to be Remembered

On October 10th this year thousands of students, filmmakers and citizens were invited to participate in ‘One Day on Earth’ and record all the joy, tragedy and conflict that occurs in just one 24 hour period on Earth. The day has been held annually since 2008.

Nothing was off limits to participants in the project with films including both a day in the life of a caterpillar and of a resident of Antarctica.

All the films created will be placed into an online shared archive that will be accessible to the public. The final aspect of the project will be major documentary, set to be released next year. The documentary will feature the films the day inspired. http://www.onedayonearth.org/

Fighting Obesity with online games

A new study has found that online social gaming, when appropriately designed, can motivate children to be healthy and fight childhood obesity.

The research carried out by Loughborough University and the Football Association in the UK, looked at how a website can combat childhood obesity.

The study compared a test group of schools, who used specifically designed social media website Footee (http://www.footee.com/), with a control group, who had no access to this website, and found that a well-designed website can stimulate children to be more active.

Physical activity levels were 39.2% higher in children during the 4 week exposure to the website in test schools compared to a only a 14.2% increase exhibited by control schools. Girl’s attitude towards physical education classes also improved, with a 34.1% increase in positive responses to the statement “I look forward to PE”.

http://www.i-newswire.com/online-screen-time-can-help-fight/66839

KIDS’ TV

Declassified; Penguins of Madagascar.
Weird; Pop It!; The Wonder Pets; Neds
Got no Head; Life with Derek; That’s so
NICKELDEON
Pearlie; The Amanda Show; Sorry, I’ve
Got no Head; Life with Derek; That’s so
Weird; Pop It!; The Wonder Pets; Neds
Declassified; Penguins of Madagascar.

DISNEY CHANNEL
As the Bell rings; Stitch!; Zeke and
Luther;The Replacements; Sonny with a
Chance; Wizards of Waverly Place.