



C and P programs - changes challenged

The ACMA (Australian Communications and Media Authority) is calling for comment on proposed changes to the Children's(C) and Preschool Children's(P) standards.

ACCM is somewhat puzzled by the proposal to give licensees the full responsibility of classifying their own content. This is being presented as a lessening of the administrative burden on them. First, as far as we know, the vast majority of classification applications are made by producers, not licensees (eg the ACMA's 2012-13 Annual Report, Appendix 5). In those cases classification by the ACMA imposes no obvious burden at all on licensees.

Secondly, it is difficult to see how the task of applying for classification is any more burdensome to licensees than doing the classification themselves. The only way this could be the case is if the classification process is expected (and possibly intended) to be less rigorous than it currently is. Not coincidentally, this is what one would normally expect as a matter of common sense, when any kind of independent review process is replaced by one of internal or self-review. In other words we can confidently predict a loss of quality in C and P programming.

ACCM notes in particular that the ACMA currently employs experts in child development as consultants to their classification

processes. Will there be any assurance that the licensees would be required to do the same, or that they would do so voluntarily? From our perspective as the peak body on children's development, well-being and media use, this is crucial to the efficacy of the system to achieve what it is intended to achieve.

What is needed with C and P programming – especially C programming – is proper promotion by licensees and consistency of scheduling so that Australian children and their parents are fully aware of, and encouraged to use, the often excellent material that the CTS make available.

Notification of C periods and variations

The system has never been very good at informing the public of when C and P periods are. What is helpful, though, is that they are relatively stable, so that a consumer can not only predict when C and P programs will be available, but also have a degree of confidence that certain times are C or P periods. These changes are detrimental to consumers in both senses: first it will be harder to work out whether a particular time is a C or P period. This will necessarily make it more difficult for consumers to decide whether to complain, and our prediction is that there will be even fewer complaints than presently.

Secondly, there will be less constancy to the programming – and in this context we note also the loosening of the requirements about on-air notifications about last minute

changes affecting C and P programming. We have already noted the deficiencies to the system in terms of gaining a following for C programs. As to P programming, parents and carers with young children at home rely on broadcasters to provide such programming at certain times as part of the routine they set up for their children.

Parents have informed ACCM that what they really want is on-screen notification about the nature of a program, throughout the program. This is the only truly effective way to ensure that consumers have all the information they need, not just to select the best material for their children but to fulfil their function as potential complainants in the co-regulatory system.

The deadline for responses to the changes is the close of business on Friday 11 July 2014. For more information, see the ACMA website at:

<http://www.acma.gov.au/Industry/Broadcast/Television/Childrens-TV/proposed-amendments-to-the-childrens-television-standards-2009>

New app promotes M-rated film

Parents and others who worry about cross promotion and the marketing of unsuitable films to children will be concerned to know that there is already a free app based on the soon-to-be-released and widely publicised film, *Transformers: Age of Distinction*.

The film has been given an M rating in Australia, which means that it is not recommended for children under 15. The consumer advice given with this rating is 'Action violence and coarse language'. The developer of the app has given it an age recommendation of 9+ but ACCM's app reviewer suggests parental guidance for children aged 6-13 due to violence and in-app purchasing.

The app begins by giving the player the the release date of the film, and in-app purchases include tickets for the film, thus giving any young player the idea that the film will be suitable for them.

The full app and film reviews will soon be available on the ACCM website

www.childrenandmedia.org.au

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C AND P PROGRAMS -
CHANGES CHALLENGED

MOVIE/APP PROMOTION

GUEST EDITORIAL:
THE FUTURE OF
AUSTRALIAN LIVE ACTION
CHILDREN'S DRAMA

CHILDREN'S HEALTH OR
CORPORATE WEALTH?

QUALITY PLAY & MEDIA
CONFERENCE



no. 309 June 2014

small screen

Editor: Barbara Biggins OAM

Compiler: Caroline Donald

Editorial Board: Barbara Biggins, Jane Roberts, Judy Bundy, Elizabeth Handsley.

small screen is published at the beginning of each month and reports on the events of the previous month 11 issues per year (Dec/Jan double issue)

Published by
**Australian Council on
Children and the Media
(ACCM)**

PO Box 447

Glenelg 5045

South Australia

info@childrenandmedia.org.au

www.childrenandmedia.org.au

Tel: +61 8 8376 2111

Fax: +61 8 8376 2122

Helpline: 1800 700 357

ACCM is a national, non-profit community organisation. Its mission is to promote a quality media environment for Australian children.

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Contributions are welcome.

ACCM's movie and app review services are supported by grants from the **South Australian Government**

ACCM's Website is designed and supported by



www.gocreate.com.au

ACCM acknowledges support from the **Romeo Family**

GUEST EDITORIAL

Is there a future for Australian live action children's drama?

Our guest editorial writer is Jenny Buckland, CEO of the Australian Children's Television Foundation

The C Drama quota requires the commercial broadcasters to show an average of 32 hours of first release Australian children's drama every year.

The quota was established 30 years ago, when free-to-air television was all there was, and children had a limited choice of programs made especially for them. Today, children have a mind boggling array of "choice" for what to watch. Subscription television, with at least 6 specialist kids' channels; ABC2 and ABC3 showing wall to wall children's programs; catch up services, the Internet and DVDs. Not to mention the competition for "screen time" from games consoles, tablets and computers. So does the rationale for a C Drama sub-quota still exist?

Programs made over the last 30 years to qualify as C Drama include the Winners telemovies, first series of Round The Twist, Ocean Girl, Spellbinder, H20, Mortified, Lockie Leonard and Elephant Princess. These programs were distinctively Australian programs, which connected with local audiences and then went on to sell all around the world.

But the regulations define drama as a scripted narrative, and animation also counts towards the C Drama quota. So other programs that have qualified as C Drama include the animated series Dennis and Gnasher (based on a UK cartoon strip), Sea Princesses (a Brazilian cartoon strip), Sally Bollywood (described as a French-Australian-Hindi production), Dex Hamilton (a Canadian-Australian co-production with all American accents) and the Davincibles (an Italian-French-Australian comedy caper following the exploits of the modern day Da Vinci family.)

Yes, that's right. All of those animated shows which looked and felt entirely international, were classified as "first release Australian children's drama." That's because they were produced under international co-production treaties with an Australian producer as a partner.

Each commercial broadcaster has always filled their C Drama quota with a mixture of live action and animated series. But in recent years, the balance has skewed almost entirely towards animation, and we are seeing hardly any live action children's drama on the commercial networks.

The reason for this is purely financial.

Drama is expensive to produce, and children's drama can't be made for any less than adult drama. But broadcasters don't spend nearly as much on children's content as they do on primetime adult content. Therefore, the C drama sub-quota has

only ever worked because the production of children's drama in Australia is subsidised.



Jenny Buckland
CEO, ACTF

A producer will put together the production budget from a combination of broadcaster licence fee, any other market attachments (eg a distribution advance or international pre-sale), access to the producer tax off-set and investment from Screen Australia and a state film funding body. It is quite a complex and complicated process. But in order to access Screen Australia funding, the broadcaster needs to agree to pay a licence fee of \$100,000 per episode (which is probably 20% of the cost of production).

The producer of a live action children's drama has two key challenges when trying to finance their series. One is that obtaining any international market interest in a distinctively Australian live action project before it is produced is extremely difficult. This is why the ACTF puts up distribution advances in high quality projects. The other is that commercial broadcasters don't want to pay the \$100,000 minimum licence fee needed to attract the Screen Australia investment.

By way of contrast, co-produced animated series are financed with funds from animation studios and broadcasters all around the world. The work on the series is shared between several countries and will often attract subsidy from other markets that are trying to attract animation work to their shores. For this reason these projects rarely need to attract Screen Australia investment, and can be offered to the commercial broadcasters for licence fees as low as \$65,000 per episode.

If you were a bean counter in a commercial network, unwilling to invest in the children's audience, which project would you want to commission?

Locally made Australian children's television, particularly live action children's drama, remains as vulnerable as ever. It is inevitable that broadcasting regulations and subsidy for Australian content will be scrutinised by the current and future Governments for their effectiveness and public value.

If we value live action local drama for our children, we need to let them know.

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Clips 'n' Cuts

small screen no. 309 June 2014

Violence keeps kids out of the picture



IN MY VIEW AMANDA SHEEHAN

cont

day one of the film's release. The M rating quashed that idea. I later watched part of the trilogy myself and found it so disturbing that I would not want my son watch it even as an 18-year-old.

While the M rating may keep children out of the movie theatres, in reality it does little to stop them watching the film once it is released on DVD or broadcast on television. A study in the US journal *Pediatrics* found about 12 per cent of children aged between 10 and 14 watch R-rated movies.

The last place in which violence belongs is a children's story. If this sounds like an overreaction, consider that the

THE Disney movie *Maleficent* has opened in theatres and my children are begging to see it.

They have grown up reading Disney stories such as *Sleeping Beauty* and are eager to see the movie about the evil fairy who curses the young princess. But there's just one problem: *Maleficent* is rated M.

Apparently it contains too much violence to warrant a G or a PG rating and is therefore unsuitable viewing for my three children who are aged under eight.

"But Disney movies are supposed to be for kids!" they have protested.

I could not agree more.

American Academy of Child Adolescent Psychiatry estimates the average American child will view more than 200,000 acts of violence before turning 18.

Clearly, it all adds up. And figures like that suggest to me a conscious effort needs to be made to rein in, rather than ramp up, the depiction of violence in movies.

Research findings reported by the Australian Psychology Society suggest children who are exposed to a lot of on-screen violence are more likely to behave and think aggressively, and have less empathy for victims of violence.

It seems no children's story

The tendency for Hollywood to take a children's story and morph it into something too violent for them to watch seems to happen with alarming regularity.

Explaining to your child why they cannot see a much-hyped movie, which is based on one of their favourite stories, or heroes, is not easy. But it's something at which I am becoming well practised.

Like many six-year-old boys, my son adores Batman.

So when the movie *The Dark Knight Rises* was released amid a wave of merchandising and advertising, he just assumed he would be sitting in the front row of the theatre on

is safe. Spiderman suffered the same fate and it's highly likely that Snow White and the Huntsman had Walt Disney rolling in his grave.

Is it asking too much to keep the films for children as just that?

In a world already saturated with violence, surely it is possible to leave children's movies violence-free and as innocent and appropriate as possible.

Movies offer a chance for true escapism. Let's allow our children that simple pleasure without harming their psyche in the process.

AMANDA SHEEHAN IS A FREELANCE WRITER

The Advertiser, 7 June 2014

Dial S for Science

Tim Williams

STUDENTS using mobile phones in class will often have them confiscated but one school is ringing in a change.

In what is believed to be an Australian high school first, the Australian Science and Mathematics School at Flinders University is turning phones into learning tools.

Under the PhoneLabs program, students and teachers

AROUND
OUR
SCHOOLS



will create and share educational apps to solve science and maths problems.

Students will adapt "seed apps" developed by a professional programmer to create new ones to share on

an Apple or Android smartphones for free.

Australian Science and Mathematics School principal Susan Hyde said "laboratory experiments will never be the same".

Year 11 student Nicole Simm, 16, is working on a GPS-style tracking app that will be tested on a school ski trip next year.

"It's lots of fun being able to use our phones in class," she said.

Guardian Messenger, 11 June 2014

LETTERS TO
THE EDITOR

TALKING POINT

The Australian, 30 May 2014

HAVING listened to Joe Hockey insist that our age of entitlement has ended, I was somewhat disappointed to read that several former Labor ministers have been granted non-means-tested legal aid to fight their corner in the pink batts royal commission ("Rudd, Gillard seek legal aid in batts probe", 29/5).

Then on the next page, following ABC managing director Mark Scott's selection of a soft target in *Peppa Pig* as a possible casualty of ABC funding cuts rather than trim a bloated management, angry mothers took to social media on behalf of a show that's watched by a minuscule percentage of the population ("PM hits back at *Peppa porkies*", 29/5)

It seems some are more entitled than others.

John McHarg, Baldivis, WA

Leave Peppa alone

IT would be a low act if ABC chief Mark Scott were to cut the popular children's show *Peppa Pig* in an attempt to bring odium on the Coalition over ABC budget cuts ("PM hits back at *Peppa porkies*", 29/5).

Scott and his lefty cohort at the national broadcaster have a history of allowing their political bias to influence programming.

Those in the adult world who have to put up with this continual abuse of their privileged community position, can vent frustration and outrage, to some degree, by hitting the talkback radio waves, writing letters such as this, or becoming more determined than ever to vote against the ABC's best friend, the Labor Party.

The kids have no recourse. They will just be upset and hurt at losing a program they love dearly. So leave the little ones out of it, Mr Scott.

N. Aisbett, Subiaco, WA

The Australian, 30 May 2014

School learns a lesson about web security



Keeping track of thousands of students wasn't an easy task

JENNIFER LORESHAW
SECURITY

BRISBANE Catholic Education wanted to know what teachers and students were downloading.

The organisation oversees 137 Catholic schools across southeast Queensland, providing services, programs and resources to teachers and students.

One of BCE's responsibilities is to manage the IT security of all the schools.

It now has about 50,000 devices that connect to its network and about 150 physical locations. BCE is responsible for monitoring content that flows through its network to ensure students and teachers are not exposed to inappropriate material.

"As a shared service provider, that trusted broker to our schools, we developed quite quickly a Cisco-based wireless network," BCE operations and network services manager Simon Mackey says.

"We have 4000 access points that connect up those devices and at any one time during the school day probably 22,000 to 25,000 devices are connected concurrently on that wireless network."

BCE has at least 70,000 ac-

counts in the Microsoft Office 365 environment for student mail and student storage is also in the cloud. It has a significant SharePoint environment for staff.

BCE wanted to filter content centrally through a single location.

In late 2012, it went through a selection process and looked at options from BlueCoat, Cisco IronPort and ZScaler as well as Websense.

Mackey says any solution needed to be invisible to end users.

"We had seen 30,000 per cent network growth in just a five or 10-year period," Mackey says.

"I needed a solution that would cope with multi-gigabit throughput to the internet and there weren't many solutions."

BCE, which has 11,000 staff, has relied on Websense security solutions for the past decade and opted to become one of the launch customers of Websense's X10G appliance, running the TRITON Web Security Gateway (WSG) solution.

This means BCE can see what has been accessed online, even if it

is encrypted content. By June 2013, BCE prepared the locations that would be going through the Websense solution.

"From one chassis solution with multiple blades, I am now supporting around two gigabits per second through that solution and I expect that will double in the next 12 months," Mackey says.

BCE expects to see one petabyte of internet traffic this year.

"Certainly managing video growth on the network is a very contemporary and real challenge because with students, or consumers anywhere, the amount of video being consumed on the internet is growing everyday."

Mackey says the X10G appliance gives him confidence about BCE's ability to scale for years to come.

"It gives me awareness of our internet use in real terms that can affect or influence the service that we provide as a shared service provider."

Mackey says using Websense tools gives greater visibility of the types of threats that come into the network.

"For example, I get about 2000 devices a day that make requests that are considered security risks and because of tools like Websense we have real defences from those threats," he says.

"I can detect that, I can respond to that and I can work with the schools."

"I can work with the support technicians in our schools to clean up those threats."

BCE has invested \$400,000 in the project, including the appliances and the WSG solution that runs on top of the hardware.

The Australian, 3 June 2014

BRISBANE CATHOLIC EDUCATION

PROBLEM: It needed visibility over the types of traffic teachers and students were downloading.

PROCESS: Websense's X10G appliance, running the TRITON Web Security Gateway solution.

RESULT: Greater confidence in the ability to scale for years to come. Better visibility into the types of threats that come on to the network.

Facebook chasing children

The Australian, 4 June 2014

LOS ANGELES: Facebook is developing technology that would permit children under the age of 13 to use the service legitimately for the first time.

The move highlights how internet companies are trying to attract younger users to boost their profits.

Facebook might be the world's largest social network, but it is aware of the risk of the next generation opting for a newer, more fashionable rival. However, any attempt to enrol children under 13, who are currently banned from Facebook, is sure to provoke controversy.

Online bullying and privacy are matters of concern. Experts also question whether youngsters should be encouraged to spend long periods online, where they can be bombarded with targeted advertising and where they risk posting embarrassing material.

An application to the US Patent and Trademark Office describes how a young child seeking to join Facebook would first identify a parent who already had an account.

Facebook could then analyse the parent's online behaviour to verify their identity. The parent could then oversee the child's Facebook use.

Mark Zuckerberg, the company's billionaire founder, has long signalled an interest in signing up younger web users. In 2011 he said: "My philosophy is that for education you need to start at a really, really young age."

Facebook already knows that its age restrictions are regularly flouted. In 2011, it was estimated that 7.5 million children under the age of 13 were using the site, including more than five million under the age of 10.

Another study found that 55 per cent of US parents of 12-year-olds said that their child was on Facebook, and that 76 per cent of those parents had helped the child gain access.

Facebook, asked about the patent application, told the Politico website: "Child safety advocates, policymakers and companies have discussed how best to help parents keep their kids safe online."

THE TIMES

Girls to get a boost

The Advertiser, 20 June 2014

A DIGITAL media campaign to build the self-esteem of South Australian girls aged seven to 12 will be developed using a \$15,000 State Government grant.

The Women's Information Service will work with government and non-government or-

ganisations to develop a campaign based on a successful program begun in New York.

Volunteers with a variety of backgrounds and skills will be invited to join the campaign and help young girls realise their value lies in their character, personality and skill.

FITNESS KIDS have been given a report card for physical activity — and, mum and dad, the results aren't good. The inaugural Active Healthy Kids Australia Report Card on Physical Activity for Children and Young shows 80 per cent of five to 17-year-olds are not meeting the recommended level of at least 60 active minutes each day. That amounts to a D-, the same result given to sedentary behaviours, otherwise known as computer or TV time. "Australia is a sporting nation, and vast numbers of children are involved in some type of organised sport, but this report clearly shows we need to be looking at further ways to keep kids active when they are not on the sports field," says the report's author, Natasha Schranz from the University of South Australia. "Things like walking to school, playing outside and turning off televisions and computers also contribute to overall health and physical activity levels — and these things are being forgotten."

SEAN PARNELL

The Australian, 28 May 2014

HEALTH COMPUTER games often come under fire in the media for their violent content and the effect they can have on young children. A Melbourne-based community organisation is bucking this trend by developing a game that fosters understanding about the benefits of altruistic behaviours. The Peaceful Schools Program, developed alongside Deakin University information technology students, has been tested in 12 schools across Victoria and is reported to have reduced bullying and mean behaviour. Carolyn Aston, director of PSP, says there is terrific potential for online gaming to be used as a means of promoting altruistic behaviour and preventing bullying.

BECKY ARTHUR

The Australian, 13 June 2014

Turnbull woos networks on new laws

DARREN DAVIDSON
MEDIA REFORM

COMMUNICATIONS Minister Malcolm Turnbull has written to media bosses offering them the opportunity to air concerns about last week's policy paper, as he prepares the ground for the introduction of controversial media reforms within four months.

Mr Turnbull sent the letter on Thursday, a day after he published Media Control and Ownership, in a sign he is eager to move quickly on his reform agenda.

A spokesman for Mr Turnbull's office confirmed the department has set aside the second Parlia-

mentary Repeal Day in September or October for new legislation, which will clear the path for a sweeping consolidation between metropolitan and regional broadcasters. "There might be parts [of a media reform package] that meet with that timing and others that don't," Mr Turnbull's spokesman said.

Mr Turnbull will host a second summit with media bosses to discuss legislative change as part of his consultative approach with the industry. The meeting could set the stage for a clash with Kerry Stokes' Seven West Media, which has refused to join in with lobbying from other networks.

It is understood reforms will

focus on the audience reach rule, which prevents a broadcast licence owner from covering more than 75 per cent of the Australian population, and the two out of three ownership cap. If the reach rule law is removed, metropolitan networks Seven, Nine and Ten could merge with one of the affiliated networks, Prime, WIN and Southern Cross Media.

The two out of three rule prevents anyone owning two of the three traditional platforms — television, radio and print — in one market. The repeal of this regulation would allow Fairfax Media chairman Roger Corbett to fulfil his ambition of extending the company's newspapers and radio

business into metropolitan and regional TV.

The potential reforms could face opposition from Nationals and regional Liberals unless they secure guarantees on regional news and other local content.

Last week's policy paper on Media Control and Ownership, which was warmly received by Fairfax, News Corp Australia, Nine and Ten, acknowledged there is a question over whether metropolitan-regional mergers would result in a reduction in the provision of local content in regional areas.

Mr Turnbull will ease their worries by making commitments to local content delivery a man-

cont.....

datory condition of owning a commercial broadcast licence.

Although there is scepticism in the sharemarket about the likelihood of reforms before the end of the calendar year, investment banks are jockeying for leading roles in potential merger and acquisitions activity.

The 78-page background paper has attracted the interest of UBS, which estimates a merger between Nine Entertainment Co and Southern Cross Media could generate pre-tax synergies of up to \$100 million. Under the scenario, the merged entity would benefit from a lift in regional TV advertising revenue if Southern Cross switched to Nine's higher rating

programming from existing affiliate partner Ten.

Nine chief operating officer Simon Kelly refused to comment on potential deals, but said, "We're always looking for opportunities to enhance shareholder value. We will have a very close look at what opportunities will present themselves if these rules are dismantled."

The policy paper stirred controversy among TV executives by considering the implications of "Seven or Nine acquiring one or more of the Ten licences in the mainland capital city markets, or seeking to acquire Ten in concert". Ten chief executive Hamish McLennan would not be drawn on

potential transactions, but said the "need for reform is becoming critical".

Mr McLennan and others have demanded an overhaul of regulations introduced in 1992, before the media sector was up-ended by the internet and the rise of technology-driven media giants like Google and Facebook.

"The competition these days is now coming from Netflix, Apple TV, Google and others, and we're seeing the ramifications of this with our recent restructuring," he said.

"If Australians want access to high quality content, the government needs to create a level playing field for us all."

The Australian, 16 June 2014

App with timely bite

FAMILY meals have been decimated by technology, with children often spending their entire time tapping away on their phone.

However, a new free app claims to be able to solve the problem — by locking their gadgets at meal times.

The DinnerTime app can show children how long they

have until meal time finishes, then unlock their phone again.

The app was created by Richard Sah, co-founder of DinnerTime, after noticing his three children were always distracted at meal times.

According to a study of parents carried out by the firm, 89 per cent of their 6-to-9-year-olds are active online.

The Advertiser, 11 June 2014

NEW PUBLICATIONS

ADVERTISING

Jenkin, G; Madhvan, N; et al (2014)
A systematic review of persuasive marketing techniques to promote food to children on television.

Obesity reviews, Vol. 15, No. 1, Pp281-293

Potvin Kent, M; Wanless, A (2014)
The influence of the children's food and beverage advertising initiative: change in children's exposure to food advertising on television in Canada between 2006-2009.

Int Journal of Obesity (2005), Vol. 38, No. 4, Pp558-562

Dixon, H; Scully, M; et al (2014)
Effects of nutrient content claims, sports celebrity endorsements and premium offers on pre-adolescent children's food preferences: experimental research.

Pediatric Obesity, Vol. 9, No. 2, PpE47-E57

Winpenny, EM; Mateau, TM; Nolte, E (2014)

Exposure of children and adolescents to alcohol marketing on social media Websites.

Alcohol and Alcoholism, Vol. 49, No. 2, Sp. Iss. S1, Pp154-159

Pearson, N; Biddle, SJ; et al (2014)
Adolescent television viewing and unhealthy snack food consumption: the mediating role of home availability of unhealthy snack foods.

Public Health Nutrition, Vol. 17, No. 2, Pp317-323

Roberts, M; Pettigrew, S; et al (2014)
Children's exposure to food advertising: an analysis of the effectiveness of self-regulatory codes in Australia.

Nutrition & Dietetics, Vol. 71, No. 1, Pp35-40

Zimmerman, FJ; Shimoga, SV (2014)
The effects of food advertising and cognitive load on food choices.

BMC Public Health, Vol. 14, No. 342

Jenkin, G; Madhvan, N; et al (2014)
A systematic review of persuasive marketing techniques to promote food to children on television.

Obesity reviews, Vol. 15, No. 4, Pp281-293

Harvey, Andrew (2013)
A proposal for congressionally mandated federal regulation of child-directed food and beverage television advertisements to combat childhood obesity.

Health matrix (Cleveland, Ohio: 1991) Vol. 23, No. 2, Pp607-637

COMPUTER & INTERNET

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The prevalence of bullying and cyberbullying in high school: a 2011 survey.

Int. Journal of Adolescent Medicine, Vol. 26, No. 1, Pp27-31

Michalopoulos, D; Mavridis, L; Jankovic, M (2014)
GARS: Real-time system for identification, assessment and control of cyber grooming attacks.

Computers & Security, Vol. 42, Pp177-190

van Geel, M; Vedder, P; Tanilon, J (2014)
Relationship between peer victimization, cyberbullying, and suicide in children and adolescents: A meta-analysis.

JAMA Pediatrics, Vol. 168, No. 5, Pp435-442

Livingstone, S; Goerzig, A (2014)
When adolescents receive sexual messages on the Internet: Explaining experiences of risk and harm.

Computers in Human Behavior, Vol. 33, Pp8-15

Appel, M; Stiglbauer, B; et al (2014)
Internet use and verbal aggression: The moderating role of parents and peers.

Computers in Human Behavior, Vol. 33, Pp235-241

MEDIA EFFECTS - EDUCATION

Rideout, Victoria (2014)
Children, teens, and reading.
www.commonssensemedia.org/research

MEDIA EFFECTS - HEALTH

Hendrix, KS; Carroll, AE; Downs, S (2014)
Screen exposure and body mass index status in 2-to 11-year-old children.
Clinical Pediatrics, Vol. 53, No. 6, Pp593-600

MEDIA EFFECTS - SOCIAL

Potter, Anna (2014)
A very special audience: how layering and drift in Australian cultural policy have affected the production of children's television drama for digital markets.

Int. Journal of Cultural Policy, Vol. 20, No. 1, Pp40-53

Chitakunye, P; Maclaren, P(2014)
Materiality and family consumption: the role of the television in changing mealtime rituals.

Consumption Market & Culture, Vol. 17, No. 1, Pp50-70

Klemenovic, Jasmina (2014)
How do today's children play and with which toys?

Croatian Journal of Education, Vol. 16, Sp. Iss. 1, Pp181-200

VIDEO & COMPUTER GAMES

Granic, I; Lobel, A; Engels, RCME (2014)
The benefits of playing video games.
American Psychologist, Vol. 69, No. 1, Pp66-78

Jones, CM; Scholes, L; et al (2014)
Gaming well: links between videogames and flourishing mental health.

Frontiers in Psychology, Vol. 5, Pp260

Nolan, J; McBride, M (2014)
Beyond gamification: reconceptualizing game-based learning in early childhood.
Information Communication & Society, Vol. 17, No. 5, Pp594-608

VIOLENCE

Fitzpatrick, Caroline (2014)
A decreased screen-violence "media diet" intervention improves preschool children's behavior.

The Journal of Pediatrics, Vol. 164, No. 1, Pp216-219

Madan, A; Mrug, S; Wright, A (2014)
The effects of media violence on anxiety in late adolescence.

Journal of Youth and Adolescence, Vol. 43, No. 1, Pp116-126

Bleakley, A; Romer, D; Jamieson, PE (2014)

Violent film characters' portrayal of alcohol, sex, and tobacco-related behaviors.

Pediatrics, Vol. 133, No. 1, Pp71-77

CONFERENCES

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WORLD NEWS

Media news coverage leads to mental health problems in children

Once again, media news coverage has been shown to adversely affect children. A recent study published in the journal *Pediatrics* has revealed that 11 percent of children who lived in the area of the Boston Marathon Bombings site or the ensuing manhunt showed signs of post-traumatic stress disorder (PTSD). Children who were at the marathon site were more likely to show signs of PTSD but those exposed to prolonged media exposure were also affected by emotional disturbances and behaviour problems including hyperactivity and conflict with peers.

The researchers pointed out that many parents neglected to limit their child's exposure to the media. Most of the children included in this study were exposed to an average of 1.5 hours coverage of the bombings on the day of the attack while one in five watched over three hours of media coverage. Only a third of parents reported that they had tried to limit their child's access to Boston Marathon Bombings news coverage.

Comer, J.S., et al 2014. Adjustment Among Area Youth After the Boston Marathon Bombing and Subsequent Manhunt. *Pediatrics*.2013-4115.

Community sport exposes children to junk food ads.

University of Wollongong researchers have found that children who take part in rugby league, athletics or cricket in particular are exposed to high levels of fast food and sugary drink advertising in New South Wales.

Their study, published by Sports Medicine

Australia in *The Journal of Science and Medicine in Sport*, found that children were exposed to the ads for up to four hours per week during community sport activities. They suggested that sponsorship by manufacturers of unhealthy food can undermine the health promoting goals of sport and called for policy interventions to limit children's exposure to this type of sponsorship

Kelly, B et al (2014) Population estimates of Australian children's exposure to food and beverage sponsorship of sports clubs. *Journal of Science and Medicine in Sport* 17, no. 4: 394-98.

Netherlands classification system popular with parents

A report from the Netherlands shows that almost all parents in the Netherlands think that their classification system, Kijkwijzer, is a useful tool. Kijkwijzer gives warnings for both for television shows and movies that could contain harmful elements - violence, fear, sex, bad language, drugs/alcohol abuse and/or discrimination- for children and is based on child development.

Nine out of ten parents report using Kijkwijzer and see the age classifications as reliable. The report is the result of research among parents of children aged 3 to 15 years.

The use of Kijkwijzer has increased from previous years, especially among parents with children aged 6-9 years. Parents attach the most importance to warnings for sex or violence in television shows and films.

The Kijkwijzer website, which can be viewed in English can be found at

<http://www.kijkwijzer.nl>

Children's Health or Corporate Wealth?

This new report from the NSW Cancer Council indicates that almost three quarters of people in NSW support a ban on unhealthy food advertising that targets children and 74% of parents want support from the government to protect children from unhealthy food marketing on television. The report outlines why the current self-regulatory system for food advertising to children is not working - pointing out the gaps and loopholes which result in children being exposed to junk food advertising on a daily basis.

<http://www.cancercouncil.com.au/wp-content/uploads/2014/06/Childrens-Health-or-Corporate-Wealth-Brief-Report.pdf>

Report - Encountering Racist and Sexist Content Online

A report from Canadian organisation MediaSmarts shows that one third of grade 7 to 11 students say that they regularly encounter racist or sexist content online.

Boys appear to encounter racist and sexist content online more frequently than girls and are also more likely to brush off discriminatory content as a joke. Girls are more likely to be hurt when a joke is made at their expense. Boys are also three times more likely to make fun of someone's race, religion, ethnicity or sexual orientation online.

<http://mediasmarts.ca/ycww/encountering-racist-sexist-content-online>