



8 May 2012

## Media Release

### Sexed up music videos provide role models to young children: too much too soon

Early childhood researcher from UniSA, Lesley-Anne Ey, has found that sexed up music videos provide role models for young children. She says 'many children view music videos, and are adopting behaviours, dress and dance movements from highly sexualised artists'.

Next month, at an Adelaide seminar, Ms Ey will present the results from her recent studies on the sexualised content of music videos shown in PG rating time slots on free to air television. She will also discuss her observations made at primary school discos that focused on how children present in a school disco context.

The Adelaide seminar ***Too Much Too Soon: guiding your child through a sexualised world***, to be held on June 21, will be presented by the Australian Council on Children and the Media (ACCM). It will review evidence of the sexualisation of children through the media, and will focus on recent and new research that shows that children are being exposed to highly sexualised music videos they are not yet ready for.

The Council is responding to concerns that children are growing up too fast; that even younger children are more conscious about their looks and bodies and feel pressure to adopt the marketed ideal of girls needing to look thin, hot and present sexually, and for boys to have a muscular body. Children are being exposed to sexualised images that they are not cognitively or emotionally developed enough to understand. Parental strategies that can be employed to support children in this area will also be discussed. The focus on music videos is in response to a survey from a recent ACCM seminar where parents rated music videos as by far their highest concern in regard to media depictions that influence their children.

Elizabeth Handsley, ACCM president, says 'it has been a concern of ours for some time that media regulation presently is inadequate to protect children from sexualised images. The 2008 Senate inquiry's recommendation on reviewing the classification of music videos was rejected by the government and ignored by industry. Yet these issues are clearly troubling to parents and children's professionals alike.'

The seminar will be held at 7:30pm on June 21, 2012 at Immanuel College in South Australia. A full program can be found at [www.childrenandmedia.org.au](http://www.childrenandmedia.org.au).

ACCM is a unique national community organisation, which strives for a media environment that supports the health, safety and wellbeing of Australian children. It is committed to promoting healthy choices and stronger voices in children's media.

**For more information or to arrange an interview**, please email [admin@youngmedia.org.au](mailto:admin@youngmedia.org.au) or call on (08) 8376 2111, or contact Lesley Anne Ey on 08 8302 4600 or 0438 866 938 or Elizabeth Handsley on 08 8201 5256, 08 82721170 or mobile 0448 898 185