



Steve Biddulph "Raising Girls"

ACCM was honoured to host Steve Biddulph at Immanuel College, Adelaide, on 26 September 2011. Child psychologist Rita Princi who is a member of the ACCM executive wrote the following report.



Steve delighted and, at times, shocked the 600 strong audience about both the wonders of raising girls and the dangers associated for parents and daughters living in the 21st Century.

The main focus of the evening was to inform and educate parents about the impact of media and consumerism on their daughters' psychological development and well-being. Applying his insight, wisdom and humour Steve informed the audience that the upswing of media is consciously directed at girls because they are easy targets for corporations intent on selling products.

He explained that girls are wired up with a wish to be accepted from birth and, therefore are vulnerable to the messages and images designed to attract their attention. Unfortunately, the negative impact of their vulnerability and over-exposure to media and consumerism is that it leads to an increase in negative perceptions about their body image and being "sexualised" too early.

Shockingly, sexual experiences for young teenage girls according to Steve, rose from 8% in 2002 to 15% in 2008 with the girls' ages decreasing and the boys' increasing!

Steve expertly drew in the audience assisting them by identifying the dangers of media. He strongly alerted parents to the fact that they have a choice about how

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they allow the 3rd parent (i.e. television) into their homes. He stressed that strong foundations are built at home and that parents are the most important people in a child's life. He encouraged parents to invite extended family members, aunts, grandmothers and other female adults to help with parenting their girls.

Importantly, he explained that fathers are very important in their daughters' lives. So important, in fact, that they are most responsible for their daughters' self-esteem. Therefore, he urged fathers to play an active part in their girls' lives, spending time with them and being available to them as a mentor, lovingly teaching them how to negotiate their transition from adolescence to adulthood.

We would like to sincerely thank Steve for encouraging us to have the confidence to be effective parents, both mothers and fathers, and have some fun along the way.

Rita Princi

Fame and image important to tweens

Researchers from the University of California have found a shift in the values promoted by television shows popular with teens. Their study found that the shows most popular with children aged 9 to 11 now hold "fame" as their No. 1 value. Other individualistic values, such as financial success and physical fitness are also high on the wish list. Fame ranked 15th in 1997. The researchers are concerned that the shift in values over the last 10 years may have a negative effect on the future goals and accomplishments of American youth.

Yalda Uhls, the lead author of the study suggested that the prevalence of Internet celebrities and reality TV stars makes it seem easier than ever for nearly anyone to become famous, without hard work or skill. Co-author Patricia Greenfield, Ph.D from the Department of Psychology at UCLA said that tweens "are unrealistic about what they have to do to become famous," and as a result "may give up on actually preparing for careers and realistic goals."

As Yalda Uldis asks, "When being famous and rich is much more important than

being kind to others, what will happen to kids as they form their values and their identities?"

Uhls, Y.T., & Greenfield, P.M. (2011). The Rise of Fame: An Historical Content Analysis. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 5(1), article 1.

<http://thechart.blogs.cnn.com/2011/08/05/study-tweens-aim-for-fame-above-all-else/>

Meanwhile recent research in the UK has found that children as young as 11 are managing their 'personal brand' online. The study, conducted by the *Ambition AXA Awards* for talented young people and reported on their website, has found that even before they have finished primary school, children have a real awareness of how they present themselves to others online - and managing personal reputation online is seen as crucial.

While 75 per cent of 11 to 18-year-olds use social media sites such as Facebook, Bebo and Twitter to keep in touch with friends and family, two-thirds (36 per cent) say they use it to tell people about themselves. By the time they reach 17 to 18 years of age, that figure rises to 42 per cent. Even at 11, just 14% doubt social media's role in making themselves look good to others; by the time they reach 17 to 18, most say it is 'very important'.

Almost one in five (18 per cent) of 11 to 12-year-olds - far higher than in any other age group - say that using a professional photograph for their profile picture would be the most popular way to improve their personal image online, reflecting the influence of celebrity culture.

Other strategies used by this age group include: making friends with people they don't know so they appear to have more friends (21 per cent), exaggerating social activities (18 per cent), de-tagging unflattering photos (18 per cent), adding 'cool' people to their friends and contacts (14 per cent) and exaggerating personal details such as height and interests (12 per cent).

<http://www.ambitionaxaawards.com/content/infographic-personal-brand-management-among-young>



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EDITORIAL

UK introduces ParentPort, but Australia already has one !

One recommendation from the Bailey review on sexualisation of children in the UK earlier this year was the establishment of a website that facilitated parents in lodging complaints about inappropriate products, adverts or services. Just a few days ago, the UK's Prime Minister David Cameron announced the establishment of the new website ParentPort.

The UK government has moved with commendable speed to implement a number of recommendations made in April in the Bailey Report. It's taken swift and practical action, and the Government's media release of 11 October lists some of these. They include a summit of stakeholders, and a raft of new measures designed to reduce the problems for parents and children.

The Australian Government could take a leaf out of the UK's book in terms of taking practical action in a timely fashion.

It's now 3 years since the Senate's review of the sexualisation of children in contemporary media with few of its recommendations being implemented. The promised Senate review of progress after 18 months has never eventuated.

The Senate review of classification in Australia which reported in June this year also raised issues related to sexualisation, including a call for that long promised review. I suppose that's only 4 months ago, but where's the Senator who will move to have that review re-established?

Take Action

Two ways in which you can take action now:

1. Sign a petition against selling Playboy to our children

Diva is an Australian fashion jewellery retailer popular with young girls. Alongside items such as *Winnie the Pooh* charm bracelets and *Disney Princess* pendants, *Diva* has now chosen to stock Playboy brand products. There are 'Playmate' pendants and 'Playmate of the month' necklaces ('Miss January', 'Miss February' etc).

To read more and sign a *Change* petition asking *Diva* to stop selling these products go to:
<http://www.change.org/petitions/wwwdivanetau-remove-all-playboy-products-from-sale>

2. Vote in the Fame and Shame Awards

The Parents' Jury has received nominations for the best and worst examples of food marketing to children and whittled them down to the final few in their annual Fame and Shame Awards. Now, it's your chance to vote. Go to:

<http://www.parentsjury.org.au/fame-and-shame-awards>

But back to ParentPort. It's certainly good that UK parents and carers who want to complain about content or practices in media that concern them, now have one port of call, and that guides them to the relevant agency to lodge their complaint.



Barbara Biggins
OAM
Hon CEO

It's also needed here. In Australia, we have a plethora of media codes and guidelines and agencies that administer them - the Australian Communications and Media Authority, the Classification Board, the Advertising Standards Board, individual TV networks and stations, the ABC, SBS, the Press Council - which makes the complaints process confusing to say the least.

ACCM established a portal for complaints on its website in 2002. We have recently revamped it and have installed a "Taking Action" button on our home page. Through this button, users can access general advice on making complaints, on taking effective action on particular current issues, and can be directed to the appropriate agencies to lodge complaints.

Well done us! But with more funding we could expand its content and reach. Spread the word!

www.childrenandmedia.org.au

To read more about the launch of the UK based ParentPort website go to:

<http://www.number10.gov.uk/news/pm-launches-parentport-website/>

To see the ParentPort website go to:

<http://www.parentport.org.uk/>

Important deadlines

28 October 2011

Deadline for submissions on the Emerging Issues paper from the Department for Broadband, Communications and the Digital Economy's Convergence Review.

http://www.dbcde.gov.au/digital_economy/convergence_review

18 November 2011

Deadline for submissions on the discussion paper released by the Australian Law Reform Commission Classification Scheme Review.

<http://www.alrc.gov.au/publications/national-classification-scheme-review-dp-77>

Seminar: Australian Content in New and Old Media: But how?

**Monday 24 October, 2:30-6:00,
followed by drinks**

**Baker & McKenzie
Level 27, 50 Bridge St, Sydney**

**Registration \$145
<http://www.networkinsight.org>**

Clips 'n' Cuts

small screen no. 279 September 2011

SOCIAL MEDIA WHIRL A LONG WAY FROM CHILD'S PLAY

Online etiquette a must for the young

SHARON WILLIAMS

WHEN I was about 11 years old and off to high school, I remember my mother making it quite clear to me that in my world, there were set, appropriate modes of behaviour — no bad language, be kind, speak and dress well, be respectful and act with grace.

Breach of these rules was not a possibility. Today, I also tell my children these things but today, they play in a larger playground

cont

being tarnished and unable to inspire a level of trust in their pupils.

It's the equivalent of the police taking on permanent surveillance at teenage parties. As a parent and consultant, bringing social media education into the classrooms as part of the curriculum would be a better solution. Instigating a Big Brother mentality seems to me to be suggesting guilty before proved innocent and taking away the responsibility we must entrust.

Monitoring students 24/7 does not set them up for a mature, educated or trusted lifelong use of social media or the ability to make good decisions. That's not to say I don't approve of monitoring. For those students or employees who are repeat offenders, the conse-

quences should be monitoring, just as the consequences are surveillance within the police world for suspects. Cases of cyber bullying, defamatory comments, sexting, harassment, racial slurs, outrageous sexual innuendos, unlawful and embarrassing photographs will haunt your children long after they are taken and could tarnish their reputation or even their legal record for life. It is important they know the consequences now.

My tips for parents dealing with their child's social media habit are simple and less intrusive, although I do condone monitoring as a penalty. Firstly, talk to them about what they and their friends do online and what they think is accept-

able. Secondly, put the implications of their actions into context for them "age appropriately". Get them to imagine the boy of their dream's parents reading one of their posts. Thirdly, don't overreact. Banning social media, making blanket rules and rash threats will only encourage secrecy and resentment. More importantly, your child won't learn the importance of online etiquette — lessons that should stay with them for life.

Social media is here to stay and joins the long list of parenting responsibilities.

Sharon Williams is chief executive of Taurus
onlinepersonalbrand.com.au

The Australian, 19 September 2011

SMALL TALK

VIEWING of out-of-home advertising this year has increased by 13.6 per cent, according to the industry's new audience measurement system MOVE (Measurement of Outdoor Visibility and Exposure), which launched in February last year. The increase is a result of changing market conditions and system refinements, the Outdoor Media Association said. Audiences were up in all five markets: 5 per cent in Sydney, 8 per cent in Brisbane, 15 per cent in Melbourne and 20 per cent in Adelaide and Perth.

The Australian, 19 September 2011

What an ugly show

I DISAPPROVE of the Channel 7 series *Beauty and the Geek*. This show is stereotypical and the strict division between "beauties" (tall, skinny, tanned, men and women with IQs of apples) from "geeks" (slightly less handsome but extremely intelligent men and women) is disgusting. The message is that if you are beautiful, there is no need to try to be smart because nice looks will get you anywhere. It also says that if you are educated, you're a "geek", which means you wear knitted vests and walk around reciting times tables. Therefore, the only way you will ever find a partner is if you appear on a reality TV show which makes you look stupid for being smart.

As a 15-year-old student, I am all too aware of the judging that goes on in the classroom, and the "geek" title given to people interested in their studies. This segregation of the "cool" from "uncool" is not helped by *Beauty and the Geek*.

Kate Mani, East Kew

The Age, 22 September 2011

PressGazette

Girls do love Pop

THE first edition of a new monthly pop magazine for teenage girls sold 119,000 copies, according to its publisher Egmont. *We Love Pop* is aimed at girls aged 13-15. Egmont said the sales figures exceeded expectations and proved there was a strong appetite in the sector.

The Australian, 12 September 2011

Enlightened body of work

DANIEL WILLS
ANNA VLACH

YOUTH concerned about body image issues have called for teachers to be trained about the damage caused by negative comments and the inclusion of the weight debate in the school curriculum.

Youth Minister Grace Portolesi has released the final report of findings from a body image summit at Parliament House earlier this year and a survey conducted via AdelaideNow.

It found need for a review of media practices and suggested a binding code of conduct requiring disclosure of when images had been doctored and fines for companies which fail to comply.

Ms Portolesi said a taskforce of the State Government and the Co-operative Research Centre for Young People, Technology and Wellbeing will be charged with tackling body image issues, including:

PARENTS need to understand the importance of

modelling healthy lifestyles to their children.

SCHOOL uniforms and dress codes can negatively affect body image.

CANTEENS should have cheaper healthy food options.

TEACHERS should be subject to school policies on body image, including not making comments on weight changes, clothing and appearance.

PUBLIC advertising campaigns should be used to inform people about the difference between manufactured

media images of men and women and realistic expectations.

Release of the report coincides with the start of the Body Image and Eating Disorder Awareness Week on September 5.

Plus-sized model Ellie Robinson, 20, who is a size 12, said it was great that the issue of body image in schools was being addressed.

"I think that if the issue is addressed correctly ... then people will be a lot more confident in their weight," she said.

The Advertiser, 3 September 2011

Coles in row over schools stunts

EXCLUSIVE

SIMON CANNING

PRIMARY school students have been offered prizes for singing the Coles "prices are down" jingle in presentations at schools by store managers promoting the retailer's multi-million-dollar sports equipment program.

During the stunt, students at a school on Sydney's northern beaches were led into a hall decked out in Coles livery and schooled on the benefits of the marketing program, which has delivered a significant rise in sales for the supermarket chain.

Child welfare advocates have accused the supermarket of "brainwashing" students with the marketing strategy, which has resulted in more than 7500 schools around the country signing up for the chance to get free sports equipment.

The promotion has led to thousands of schools displaying giant Coles banners, while students have also been urged to create Coles posters.

Parents have also reported that students are being asked in class to hold up how many vouchers they have collected, putting pressure on kids to urge their parents to spend more at Coles stores.

The promotion is part of a schoolyard rumble between Coles — which is owned by the Wesfarmers conglomerate — and Woolworths for the hearts and minds of communities.

Last year, Coles delivered more than \$7 million worth of equipment to schools taking part in the program, where shoppers collected vouchers for every \$10 spent. Under the program, shoppers must spend \$700 for a

Continued on Page 8

Inappropriate posters

CHANNEL Nine has recently promoted *Underbelly* on the back of my local bus (complete with men gazing lustily on a lone woman clutching a bloodied razor). Not to be outdone, Foxtel has men with blood oozing from their mouths and a woman with her breast being fondled by one of the group (*True Blood*). Is this adult content really appropriate for a community bus when there are so many other advertising options for the networks?

Bruce Watson, Belgrave

The Age Green Guide, 22 Sept 2011

BE A GOOD SPORT

• The Coles Sports for Schools program asks parents to do their shopping at Coles, Coles Online, BI-LO or Pick n Pay store outlets

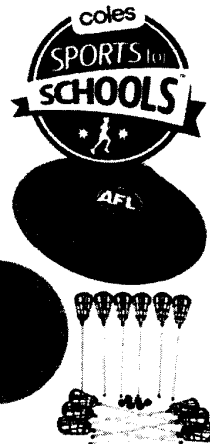
• In return for shopping at their outlets, parents are given 1 voucher point for every \$10 they spend

• These vouchers can then be redeemed by the schools in return for sporting equipment

• Coles provides an extensive 37-page catalogue of available sporting equipment

Among the catalogue offerings are:

- PVC Skipping Rope (RRP \$3) 70 points Parents must spend a total of \$700
- Spalding TF-250 Basketball (RRP \$60) 315 points Parents must spend a total of \$3150
- Sherrin KB Red Leather AFL Ball (RRP \$130) 3045 points Parents must spend a total of \$30,450
- NYDA Lacrosse Set (RRP \$180) 5475 points Parents must spend a total of \$54,750
- Wilson Tennis Kit including two nets and 12 racquets (RRP \$1710) 10,150 points Parents must spend a total of \$101,500



Coles 'brain wash' primary kids

Continued from Page 1

school to claim a \$3 skipping rope, or \$110,500 to claim a \$1710 Wilson tennis kit.

Woolworths has also entered the fray with its "Earn & Learn" promotion, which aims to help schools buy educational resources.

But experts are now questioning the lengths Coles has gone to to get schools to help drive shoppers to its supermarkets, including giving giant Coles banners to display outside schools, urging students to draw posters promoting the voucher drive and even telling schools to invite managers to come in and talk to students.

Children standing on a school stage singing the jingle for one of Australia's biggest supermarkets sparked uproar after it was revealed Coles has been sending its

managers into schools to push its brand. The supermarket has also developed an intricate kit which helps schools gain coverage in local newspapers.

Rita Princi, a child and adolescent psychologist based in Adelaide, said stunts such as getting children to sing jingles for prizes could have an effect on how children discern between advertising and real school messages.

"What they are doing is almost a form of manipulation and is a brain washing exercise," Ms Princi said. "It can also cause conflict with parents and is a sign that consumerism has gotten out of hand."

She said allowing the supermarket to entice children to sing the jingle was a dangerous move by school officials and could have long lasting effects.

A spokesman for the NSW Department of Education and Com-

munities said the decision to let marketers into schools was left to principals to decide on a case-by-case basis. "The department... is aware that two supermarket chains are conducting promotional activities that provide benefits to schools in return for the collection of vouchers," he said.

Coles spokesman Jon Church said the supermarket was not aiming to change consumer behaviour but admitted that last year Coles had seen a massive uplift in sales as schools urged parents and members of the local community to shop at its supermarkets.

He said the decision to go into school was a local one taken by managers and could not say how many "Coles assemblies" had been held.

"We are not asking customers to do anything different," he said. "It is entirely voluntary."

The Australian, 25 September 2011

Teaching kids to sing an advertising jingle makes me see red

SIMON CANNING
COMMENT



WHAT do you do when your son comes home to tell you a major Australian brand visited his school and ran a competition offering prizes to students who could stand on stage and sing its

cont

go about communicating with your local media. You may even like to invite your local store manager to attend!"

It all drives positive brand affirmation for Coles.

But it is the involvement of supermarket staff at school level that raises serious questions about the lengths to which Coles will go to push the product.

Store managers have, according to a Coles spokesman, been left to their own devices when it comes to promoting the program in schools.

In some schools, students have been led into halls decked in Coles regalia and given a sales pitch on

advertising jingle? And when such a strategy is adopted, who takes ownership of the parental concerns?

Last month, Coles launched the second year of its Sports for Schools promotion, a laudable exercise that led to the supermarket giant donating \$7 million worth of sporting equipment to schools in exchange for shoppers filling their trolleys and collecting vouchers.

As part of the promotion, the supermarket, part of the highly profitable Wesfarmers group, provided participating schools with banners and all manner of kit to help convince locals to get involved.

how they can get more for their school.

But are the right messages being pushed?

It's one thing to help kids promote a program that will directly benefit their school, but does Coles need to haul them up on stage to sing its jingle with the lure of toys as prizes into the bargain?

Coles' current "Down Down" advertising strategy is extremely blunt and a major departure from the carefully crafted ads made by its former ad agency DDB. Coles took its advertising in-house last year.

The strategy is the creation of Ted Horton, who was also in

It has also urged its local supermarket managers to get out and "educate" schools about how to drive more customers through its doors and thereby get it to donate more sports equipment to the students.

Suggestions include getting students to make banners to hang around the school and getting in touch with local media.

"The local media may want to interview you for an article or come to your school to take a photo for the local newspaper," the Coles website suggests helpfully.

"Download our media guide here for some useful tips on how to

charge of the creative side of the Liberals' election ads during the John Howard years.

Horton is hailed for his common touch, but the "Down Down" campaign and the red hands accompanying the jingle have their fair share of critics.

Coles claimed the decision by a manager to have schoolkids sing the jingle was probably a one-off but admitted it would not be investigating further.

But in trying to do the right thing for schools and the health of Australia's kids, has the company allowed the branding envelope to be pushed too far?

This dad thinks it has.

The Australian, 5 September 2011

Playing for kids is a big screen

WITH an annual play money pool of more than \$1.5 billion, Aussie kids are increasingly spending their leisure time in front of a variety of screens rather than outdoors, survey results show.

The New Generations 2011 survey, commissioned by pay-TV's Cartoon Network and conducted by Jigsaw Strategic Research, polled 1634 children aged 4-14 and their parents.

The three million Australian children in the survey's target age group collectively have more than \$1.5 billion in spending power every year and influence over family purchases.

They responded to advertising by naming their favourite brands as Coles, Banana Boat, Kia, AAMI and Target.

Participation in sport and outdoor activities has declined by 15 per cent, and children are turning instead to screens including watching television an average of 2.4 hours a day.

They also spend more than a third of their internet time playing online games, followed by activities related to homework (20 per cent) and social networking (14 per cent).

The number of children using a mobile phone is up by 77 per cent this year, while their ownership of tablets such as iPads is up by 181 per cent.

A UNICEF report this week

LIFESTYLE REPORTER

ANNA VLACH



accused parents of using the TV as a babysitter and allowing children to play computer games excessively, depriving them of fresh air. UniSA early childhood education expert Dr Anne Glover agreed parents should encourage children to spend more time playing outdoors.

"It's not just doing the exercise but it's the wondering and awe it promotes," she said.

Rachel Davidson, 39, of Adelaide, said her two children Milly, 11, and Jonty, 8, were lucky to watch an hour of television each day because they were involved in so many after-school activities including soccer, dance, football, basketball and karate.

While the children also owned a Wii video game which encourages indoor physical activity, Ms Davidson said she preferred them to play outdoors with friends because video gaming was "solitary".

"I would never replace sport with a Wii, but it is better than sitting and watching TV because they are being active," she said.

PAGE 29: It's time to stop the domestic rat race

The Advertiser, 17 September 2011

The honesty of playing a child

THAT the 10-year-old protagonist in Phil Spencer's play *Boxing Day* is obsessed with 1980s slasher films is no accident. The writer did a workshop with children aged 9-11 at the Australian Theatre for Young People earlier this year. "Every scene I got these kids to improvise ended with someone carking it or getting electrocuted... or being impaled on a spike," Spencer says. *Boxing Day*, premiering on Thursday at the Old Fitzroy Theatre in Sydney, is a dark family drama set at Christmas time. Co-presented by the Tamarama Rock Surfers, it is the first major work by Sydney-based Tin Shed Theatre Company, which Spencer formed with his fiancée, director Scarlet McGlynn. The lead role of Freya is played by Holly Austin, pictured. Annie Byron, who won an AFI award for her performance in Glenda Hambly's *Fran* in 1985, plays Freya's nine-year-old best friend Poppy and a 70-something grandmother. "Holly and Annie have found a real truth and honesty in what it means to play a child," Spencer says.

BRIDGET CORMACK

The Australian, 13 September 2011

Fruit loops can be dangerous

So let's stop them monkeying around with cereal packets

PARENTS and grandparents of the next generation who are concerned about living costs, education, the national debt, transport and China's build-up in the Pacific can take heart that at least other vital issues are in hand. A campaign has been launched to direct taxpayers' money to slay the Coco Pops monkey, the Paddle Pop lion, Toucan Sam the gaudy Froot Loops avian mascot and other subversive promoters of pester power. The Cancer Council NSW, the Parents Jury and the Obesity Policy Coalition seem to regard parents as too intimidated, too debilitated or too irresponsible to say "no" and fill their supermarket trolleys with more nutritious fare. So the alliance wants governments to ban cartoon characters, movie tie-ins and athletes promoting sugary, fatty and salty foods.

Good thing, too. By the time the legal battles with companies defending the right to market their products are resolved and the lawyers' bills settled, today's tubby tots will have waddled soberly into their teens and 20s, cosseted by traffic-light colour codes on food, health warnings on alcohol bottles, plain cigarette packets, compulsory sun hats and safe playgrounds. In their healthier,

sanitised utopia, the longer working hours and higher taxes needed to pay for brigades of government do-gooders will leave little time or spare cash for the occasional big night out or "forbidden" treat. And when the Obesity Policy Coalition's online Traffic Light Food Tracker Widget becomes redundant and Bart Simpson beams out from olive-green boxes of gruel, the social police will be free to switch their attention to cutting speed limits, banning high heels, putting allergy messages on cosmetics and warning magazine buyers of the risks of paper cuts and reading in a poor light. The downside, however, would emerge when individuals and families faced important choices that required them to take responsibility for themselves.

Balanced, healthy eating is important and the push to cut pester pressure is well-intentioned. But cartoon animals are not the real problem. Sydney University law professor Patrick Parkinson's recent report on parental failure highlighted rising rates of self-harm, mental disorders, sexually transmitted diseases and substance abuse among the young. Any strategy that supplants personal responsibility with officialdom will ultimately prove counter-productive.

The Australian, 16 September 2011

Watchdog slams Seven for sneaky Macca's IDs

MCDONALD'S has tried to distance itself from the Seven Network after the broadcaster was slammed for running fast-food promotions masquerading as station ID ads in the middle of restricted children's programming.

In an Australian first, the Australian Communications and Media Authority ordered remedial action by the network after the ads, booked by McDonald's media buying company OMD, went to air dozens of times.

The broadcasting watchdog yesterday found that Seven breached the Children's Television Standards when, during preschool programming, it aired a 15-second "station identifier" that was filmed in a McDonald's playground.

The promotion was screened 72 times nationally and prominently features the fast-food chain's famous golden arches along with the McDonald's characters Hamburglar and Grimace.

"We were not aware nor did we authorise the use of this footage during children's category viewing times. It is our strict policy not to place any advertising in those viewing periods," said Laura Keith, public affairs manager at McDonald's.

The denial comes despite ACMA being told by Seven that the network received what it called "consideration" for the

15-second broadcast. Seven spokesman Simon Francis said this consideration was "part of McDonald's advertising spend with Seven".

McDonald's yesterday put the blame for the incident squarely on Seven, arguing OMD agreed with the network that the identifier would only be used outside the hours of children's programming. The fast-food chain refused to rule out using the identifier in the future, but said it would do so only in content outside of children's programming.

"We take children's vulnerability extremely seriously. Especially because preschoolers under the age of six are unable to distinguish between an ad and programming," said ACMA spokeswoman Emma Rossi.

In response to the finding, ACMA has issued an instruction to Seven requiring the network for the next two years to physically vet all non-program material screened during the P-category preschool viewing period.

Mr Francis said the Seven Network accepted the ruling and would comply with it.

This is the first time ACMA has issued a remedial direction in relation to a breach of the Children's Television Standard. If the Seven Network is found to have breached the standard again it risks being brought before the federal court and facing significant fines.

NIC CHRISTENSEN

The Australian, 15 September 2011

Exposing kids to porn is now sadly the norm

WHAT mother looks down at her three-year-old daughter and says: "Gee, you'd look great dressed up as a whore?"

Apparently, there are Mums out there who are that stupid.

According to the authors of a new Australian book called *Big Porn Inc*, our children are being exposed to more and more pornographic material and images.

Now let me declare at the outset, I'm not anti-porn for adults.

I have been known to spice things up with my hubby with the occasional adult flick.

But as a mother of three young kids, I have become increasingly concerned at how porn culture seems to be permeating everyday life, in everything from T-shirt slogans to video clips to suggestive billboards.

It means children are being exposed to concepts and imagery that are simply not appropriate and which they cannot fully understand or contextualise.

This brings us back to that three-year-old hooker.

Wendy Dickey – yes that is her real name – is a pageant mum from the US whose daughter Paisley is one of the stars of the sickening reality TV show *Toddlers and Tiaras*.

This crass, but strangely compelling, television show provides a behind-the-scenes look at the United States' child pageant circuit.

It is produced by the same classy mob that brought the Universal Royalty kids' beauty pageant to Melbourne recently.

Anyhow, it turns out Wendy from Georgia is a fan of the Julia Roberts movie *Pretty Woman*, and as they say, the rest is history.

You can just imagine Wendy thinking to herself: "Heck, wouldn't it just be the cutest darn thing if little Paisley could



SATURDAYS
WITH
SUSIE
O'BRIEN

dress up as Julia Robert's call-girl character on national television!"

I use the term "thinking" generously here, because I am not entirely convinced Wendy is capable of reasoned thought.

So there was little Paisley strutting up and down the stage in knee-high PVC boots, a skirt and top combo – so small it looked like a mini mankini – and a fake blonde wig.

It would be almost funny if it wasn't actually true. Just what was this woman thinking?

Sadly, however, it seems the Wendys of the world are on the rise as the normalisation of pornography sees a weakening of the divide between adult sexual activity and mainstream culture.

According to *Big Porn Inc* editors Melinda Tankard-Reist and Abigail Bray, porn is becoming the norm for more and more of our kids.

References even pop up in the kids' movie *Hop*.

The cartoon bunny asks Hugh Hefner about spending a night at the Playboy mansion. "It's where all the sexy bunnies stay," the porn mogul replies sleazily.

I agree with the book's thesis that we have gradually become desensitised to the impact of pornographic images and icons.

I recently came across an Australian-based artists' website called *redbubble.com* which offered a range of pornographic T-shirts in baby and kids' sizes.

Surely not even Wendy would want her precious Paisley strutting her stuff in an "I like Porn" T-shirt or a "B*tches, they want me" baby suit.

Big Porn Inc even charts an increase in what is called Pseudo Child Pornography, which involves adults styled to look like children, complete with teddy bears, lollipops and school uniforms.

Tankard-Reist and Bray conclude that this means men are socialised into seeing children as erotic and sexual, which means "demand for child sexual assault images – including babies – is increasing".

They also cite evidence from the UK that suggests babies and toddlers are being used as pornography objects, as they are pre-verbal and can't talk about the abuse they suffer.

You do have to wonder just what is going on with this world.

Latest research suggests that by the age of 12, 70 per cent of boys and 50 per cent of girls will have looked at porn.

That is easy to understand when you consider how access to the internet has made sexual imagery just a click away.

There was a time when it was hard for kids to find pornography. They would have to steal a magazine from an adult or beg an older brother to let them take a peek at their Playboy.

But now, every smart phone is an adult store with sexual images just seconds away.

I think as parents it is incumbent upon us to fight back. Kids need to be given the time and space to discover their own sexuality without having pornographic norms thrust upon them.

Sex is great for adults. But our children should be protected.

As for little Paisley, let us hope she gets the dream and lives the "Cinderella life" Julia Roberts' character talks about in the movie. A good start might be Mum buying her a Cinderella costume and ditching the "ho" clothes for good.

The Advertiser, 10 September 2011

Another dimension to Blinky Bill and friends

BLINKY Bill's long screen life is set to continue with confirmation that Flying Bark Productions will begin filming a 3-D Blinky Bill feature film this year. Alex Weight, who has worked in 3-D animation and multimedia for Disney, Rising Sun Pictures and Animal Logic as a lead animator on *Happy Feet* and animation supervisor on *Legends of the Guardians: The Owls of Ga'Hoole*, will direct the film. Flying Bark, formerly Yoram Gross Film Studios, produced a Blinky Bill feature film based on Dorothy Wall's book *The Complete Adventures of Blinky Bill* in 1992, followed by a television series and specials that still screen. No voice cast has been confirmed. Marie-Cecile Dahan, who has worked on *Avatar* and *Animalia*, and was visual effects production manager on *Harry Potter and the Deathly Hollows* and *District 9*, will line produce.

The Australian, 21 September 2011

Strange but true

RESEARCH has linked the cartoon capers of *SpongeBob SquarePants* to attention and learning problems in young viewers. A study online in the journal *Pediatrics* involved four-year-olds, who were randomly assigned to watch the fast-paced *SpongeBob SquarePants*, or an educational cartoon, or to draw for nine minutes. Kids who watched the fast-paced cartoon performed worse in mental function tests related to attention and learning than the rest. *Pediatrics*

2011;doi:10.1542/peds.2010-1919 (Lillard A et al)

Weekend Australian, 24-25 Sept 2011

UK parents in cycle of guilty giving

The Australian, 15 September 2011

LONDON: British parents are plying their children with expensive toys, gadgets and designer clothes in a guilty attempt to make up for the lack of time spent together, according to a study by UNICEF.

After comparing parenting in Britain, Sweden and Spain, the UN agency said yesterday that British parents and their children were locked into a "compulsive consumption cycle" where parents rarely said no to their children's demands and even felt compelled to buy them the latest status items.

It found that British families often "co-exist" under the same roof rather than share time and space together, with children in their "media bedsits".

The study's conclusions chime with recent comments by British Prime Minister David Cameron about poor parenting, which he blamed for the recent riots and looting. But it suggests that the over-indulgence of children is just as prevalent among middle-class parents as it is in under-privileged families. Parents of all back-

grounds feared that if their children did not have the latest gadgets they would be picked on and stigmatised, a fear virtually non-existent in other countries.

The UNICEF report is a follow-up to a controversial study it undertook in 2007, which concluded that Britain was the unhappiest place to be a child in the developed world, with the highest rates of drunkenness, obesity, bullying, early sexual intercourse and poor health.

THE TIMES

NEW PUBLICATIONS

ADVERTISING

Boyland, EJ; et al (2011)

Food commercials increase preference for energy-dense foods, particularly in children who watch more television.

Pediatrics, Vol. 128, No. 1, Pp93-e100

Quilliam, ET; et al (2011)

The impetus for (and limited power of) business self-regulation: The example of advergames.

Journal of Consumer Affairs, Vol. 45, No. 2, Pp224-247

Hill, WM & Beatty, SE (2011)

A model of adolescents' online consumer self-efficacy (OCSE).

Journal of Business Research, Vol. 64, No. 10, Pp1025-1033

Hebden LA; King, L; et al (2011)

Advertising of fast food to children on Australian television: the impact of industry self-regulation.

Medical Journal of Australia, Vol. 195, No. 1, Pp20-24

Andreyeva, T; et al (2011)

Exposure to food advertising on television: Associations with children's fast food and soft drink consumption and obesity.

Economics & Human Biology, Vol. 9, No. 3, Pp221-233

Jones, SC & Kervin, L (2011)

An experimental study on the effects of exposure to magazine advertising on children's food choices.

Public Health Nutrition, Vol. 14, No. 8, Pp1337-1344

Kent, MP; Dubois, L; Wanless, A (2011)

Food marketing on children's television in two different policy environments.

International Journal of Pediatric Obesity, Vol. 6, No. 2-2, Pp E433-E441

COMPUTERS & INTERNET

Artemis, T; et al (2011)

Association between Internet gambling and problematic Internet use among adolescents.

Journal of Gambling Studies, Vol. 27, No. 3, Pp389-400

Ahn, June (2011)

The effect of social network sites on adolescents' social and academic development: Current theories and controversies.

Journal of the American Society for Information Science and Technology, Vol. 62, No. 8, Pp1435-1445

Bekebrede, G; et al (2011)

Reviewing the need for gaming in education to accommodate the net

generation.

Computers & Education, Vol. 57, No. 2, Pp1521-1529

MEDIA EFFECTS - HEALTH

Garrison, MM; et al (2011)

Media use and child sleep: The impact of content, timing, and environment.

Pediatrics, Vol. 128, No. 1, Pp29-35

Hare-Bruun, H; et al (2011)

Television viewing, food preferences, and food habits among children: A prospective epidemiological study.

BMC Public Health, Vol. 11, Ar. 311

Carson, V & Janssen, I (2011)

Volume, patterns, and types of sedentary behavior and cardio-metabolic health in children and adolescents: a cross-sectional study.

BMC Public Health, Vol. 11, Ar. 274

MEDIA EFFECTS - SOCIAL

Goodin, SM; et al (2011)

"Putting on" sexiness: A content analysis of the presence of sexualizing characteristics in girls' clothing.

Sex Roles, Vol. 65, No. 1-2, Pp1-12

Messias, E; et al (2011)

Sadness, suicide, and their association with video game and Internet overuse among teens: Results from the youth risk behavior survey 2007 and 2009.

Suicide and Life-Threatening Behavior, Vol. 41, No. 3, Pp307-315

Evans, CA; et al (2011)

Only two hours? A qualitative study of the challenges parents perceive in restricting child television time.

Journal of Family Issues, Vol. 32, No. 9, Pp1223-1244

Boneberger, A; et al (2011)

Excessive media consumption and behavioural problems - A cross-sectional study on pre-school children; Gesundheitswesen, Vol. 73, No. 5, Pp280-285

Osvaldsson, Karin (2011)

Bullying in context: Stories of bullying on an Internet discussion board.

Children & Society, Vol. 25, No. 4, Spec Iss. Pp317-327

VIDEO GAMES

Greitemeyer, T & Osswald, S (2011)

Playing prosocial video games increases the accessibility of prosocial thoughts.

Journal of Social Psychology, Vol. 151, No. 2, Pp121-128

Hall, Ryan CW; Day, T; Hall, RCW (2011)

A plea for caution: Violent video games, the Supreme Court, and the role of science.

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Murray, JP; Biggins, B; Donnerstein, E (2011)
A plea for concern regarding violent video games.

Mayo Clinic Proceedings, Vol. 86, No. 8, Pp818-820

Engelhardt CR; Bartholow, BD; et al (2011)

This is your brain on violent video games: Neural desensitization to violence predicts increased aggression following violent video game exposure.

Journal of Experimental Social Psychology, Vol. 47, No. 5, Pp1033-1036

Ferguson, CJ; Ryan, CW; Day, T; et al (2011)

A further plea for caution against medical professionals overstating video game violence effects.

Mayo Clinic Proceedings, Vol. 86, No. 8, Pp820-823

Ferguson, CJ (2011)

The influence of television and video game use on attention and school problems: A multivariate analysis with other risk factors controlled.

Journal of Psychiatric Research, Vol. 45, No. 6, Pp808-813

VIOLENCE

Ortiz, CD; et al (2011)

Children's state anxiety in reaction to disaster media cues: A preliminary test of a multivariate model.

Psychological Trauma-Theory Research Practice and Policy, Vol. 3, No. 2, Pp157-164

Lennings, HIB; Warburton, WA (2011)

The effect of auditory versus visual violent media exposure on aggressive behaviour: The role of song lyrics, video clips and musical tone.

Journal of Experimental Social Psychology, Vol. 47, No. 4, Pp794-799

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