Media violence under scrutiny
Recent events, public statements and new research have combined to put a strong focus on the impacts of media violence. In the wake of the massacre at the midnight screening of the latest Batman movie in the US, some searching questions have been asked about the role of media violence in contributing to an acceptance of the use of violence in real life. Noone knows why berserkers go berserk, nor what are the causes in this particular case, but the community is uneasy.

A new research study by Gentile and Bushman concludes that when considered with other risk factors, the effects of media violence exposure may actually be underestimated by previous scientific measures. They contend the study is one of the first to put several of the pieces together to show how the risk factors work together to predict future aggression.

“This new statistical approach [relative weight analysis] actually allows us to get probably the most accurate assessment of how much each variable [risk factor] contributes to likely aggression, in combination with the others,” Gentile said. “It becomes clear that media violence is very similar to other known risk factors.”

Gentile emphasizes that high exposure to media violence is just one risk factor for increased aggression. “Most of the risk factors for aggression are really hard to change. You can’t easily change whether your child has previously been in a fight or bullied,” Gentile said. “...what makes this [media violence] different is that it’s actually fairly easy to control compared to most of the other risk factors. But how it acts as a risk factor is exactly the same as all others. It’s not the biggest, it’s not the smallest, it’s actually right there in the middle of the pack.”

While the researchers found that the effect of media violence exposure on a child’s later aggression may be underestimated, Gentile points out that it’s the combination of risk factors that ultimately proves to be the most dangerous when predicting future aggression in kids.

And earlier this week, NSW Police Commissioner Andrew Scipione raised a storm (attacked by an avalanche of angry gamers) by saying that he believes young people are being desensitised by spending hours acting out deadly scenarios on their computer screens. He says that knife crime is soaring and he had reached the conclusion that there was “nothing more potentially damaging than the sort of violence they’re being exposed to, be it in movies, be it in console games they’re playing.” Acknowledging that not all young people would be affected, he continued “but it’s only got to affect one or two and what have you got? You’ve got some potentially really disturbed young person out there who’s got access to weapons like knives or is good with the fist, can go out there and almost live that life now in the streets of modern Australia. That’s concerning.”


So what are groups like the ACCM saying?

The debate should be about about what should be done, and it’s not helped by uncivil and abusive comments in online fora, or out of hand rejection of the body of evidence about causal influence that can inform policy development and regulatory decision-making.

Despite the apparent media ‘debate’ about media effects, a growing number of everyday people seem to be getting concerned, especially after reading reports about Breivik’s use of video games to train for his massacre (Norway), the background to James Holmes (US), and so on. Common sense tells most people that heavy exposure to gruesome dismemberments and slayings in a multitude of contexts (whether real or virtual) must change the way people think, feel and behave, and both theory and research support this view. Most of the experts agree that heavy exposure to violent media changes the way people think, feel and behave. Just the way advertising, a multi-billion dollar industry, relies on the same effects to influence people to buy products.

Australians support “traffic light” food labelling
A study by the Cancer Council Victoria and Obesity Policy Coalition, published in the Health Promotion Journal of Australia, found that 87 per cent of 1500 Australians surveyed would support colour-coding on packaged food to indicate healthier options.

The study participants were the main grocery shopper from 1511 households nationwide. People aged 18 to 64 took part but those who nominated themselves as their household’s main grocery shopper were usually women aged between 35 to 54 years. Of those surveyed, 83 per cent agreed with a ban on advertising junk foods on TV during popular children viewing times, but only 56 per cent supported a total ban on advertising unhealthy foods.

Most participants (84 per cent) were also in favour of kilojoule information displays at fast-food outlets and 87 per cent supported regulations for food companies to reduce the fat, sugar and salt content of processed foods.


ACCM, in partnership with Concordia College, presents:

Facing up to Facebook
What kids are doing online and how to keep them safe

With well-known psychologist and author

Dr Michael Carr-Gregg

Thursday 23 August 2012 at 7.30pm
Concordia College Chapel, cnr Balmoral & Cheltenham Streets, Highgate, SA.

Tickets are $27.50 with bookings online at http://www.trybooking.com/27195

More information:
admin@youngmedia.org.au
PH 08 8376 2111
www.childrenandmedia.org.au
Wanted! A more effective classification system

Australia’s National Classification System (NCS) has been reviewed by the Australian Law Reform Commission over the past year, and we’re still waiting to see what acceptance this will have from the Federal Government. The ALRC’s review has gone into the melting pot of the Review of Convergent Media, and who knows what will emerge and when.

Given the ALRC’s recommendations, what is likely to emerge is unlikely to be a system that actually works better for parents and children, giving them more detailed information about age-appropriateness under the age of 15 yrs and about content. The ALRC turned its face against new categories such as 8+ and 13+ (instead of PG and M), citing cost and community recognition of the present categories as obstacles.

The ALRC lost a valuable opportunity to consider what an evidence-based classification system might look like and achieve by way of more effective child protection and guidance for parents. There is a considerable body of research evidence about the impacts of violent and of interactive media that with considerable benefit, could reshape our system.

And there’s the examples of child development-based systems such as the Netherlands Kijkwijzer (based on ages 6, 9, 12, 16), which has a scientific committee which built and refines the age-based categories.

Further, in Australia, there’s the issue that the M category (not recommended for those under 15yrs) is advisory only, and a child of any age can attend. MA15+ can be got around if an underage child is accompanied by parents or guardian. By contrast, in the Netherlands, UK and Ireland, their 12 or 12A categories have legal force, and children younger than 12 must be accompanied. Their 15 or 16 categories are legally enforced and younger persons are not admitted.

It’s time we had a review here that can actually help Australian parents.

European classifications: a comparison with Australia

Just for interest we thought it useful to compare recent film classifications assigned by the Netherlands, Ireland and the UK, and compare them with the Australian classification, and where available, ACCM’s Know Before You Go reviewers’ views.

The Classification ratings in the 4 countries are:
- The Netherlands: 6, 9, 12, 16 (legal and no younger child admitted)
- UK: U (OK for 4 plus) , PG, 12A, 15 (legal and no younger child admitted), 18
- Ireland: G, PG, 12A, 15A, 16 (legal and no younger child admitted), 18

<table>
<thead>
<tr>
<th>Film Title</th>
<th>Netherlands</th>
<th>UK</th>
<th>Ireland</th>
<th>Australia</th>
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<tbody>
<tr>
<td>Transformers: Dark of the Moon</td>
<td>12</td>
<td>12A</td>
<td>12A</td>
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<td>Rise of the Planet of the Apes</td>
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<tr>
<td>Harry Potter &amp; the Deathly Hallows Part 2</td>
<td>12</td>
<td>PG</td>
<td>12A</td>
<td>M</td>
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<tr>
<td>Captain America: The First Avenger</td>
<td>12</td>
<td>12A</td>
<td>PG</td>
<td>M</td>
</tr>
<tr>
<td>Adventures of Tin Tin: Secret of the Unicorn</td>
<td>6</td>
<td>PG</td>
<td>PG</td>
<td>Not recommended under 8, PG 6-13 (Violence; Scary scenes)</td>
</tr>
<tr>
<td>Twilight Saga: Breaking Dawn Part 1</td>
<td>12</td>
<td>12A</td>
<td>12A</td>
<td>M</td>
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<tr>
<td>Bad Teacher</td>
<td>12</td>
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<td>16</td>
<td>M</td>
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<tr>
<td>Extremely Loud and Incredibly Close</td>
<td>12</td>
<td>12A</td>
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ACCM is a national, non-profit community organisation. Its mission is to promote a quality media environment for Australian children.

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Meet the new face of glamour. She is just 13

RENATA GORTAN
A 13-YEAR-OLD girl has won a national magazine modelling competition, reigniting debate on how young is too young for girls to be strutting the catwalk.

Kirsty Thatcher, 13, from Brisbane, was named the winner of the Dolly magazine model search yesterday, a title that Miranda Kerr won in 1997 at the same age.

The magazine insists that the focus of this year’s competition was on the models’ confidence and personality – not how they looked.

But Mia Freedman, a former editor of Dolly, believes 13 is too young to be a model and axed the competition in 2005.

“To expose a 13-year-old to a world where they are rejected based on what they look like and how they weigh is a frightening thing. Sure everyone has the best of intentions, but you can’t control what will happen,” she said.

Current Dolly editor Tiffany Dunk, who re-introduced the model contest this year, insisted the focus was on confidence and personality rather than physicality.

With her long brown hair and dazzling smile, Kirsty Thatcher bears more than a passing resemblance to original winner Miranda Kerr.

“It’s amazing to think Miranda was in my position when she was my age and look at everything that she’s achieved,” Kirsty said.

The Advertiser, 10 July 2012

Youth tune out of radio programs

PEOPLE are spending more time listening to their radios, but younger listeners are turning off in favour of the internet.

Although over-35s continue to tune into their favourite shows, radio is falling out of favour with those in their teens and early 20s.

A study by media regulator Ofcom found that last year Britons listened to an average 22.9 hours of radio each week – an increase of 24 minutes on 2000.

However, the medium was less popular with younger people, with those aged 15 to 24 listening to only 17 hours a week – a fall of 22 per cent in 10 years.

Similarly, 25 to 34-year-olds tuned in for only 19.3 hours last year compared with 23.7 in 2001.

Ofcom said the reason was down to young people using music-sharing websites, such as Spotify and Soundcloud, Apple’s iTunes, and YouTube.

The boom in smartphones is also affecting the way young people listen to music.

- Daily Mail, London

The Advertiser, 21 July 2012

FATNESS FINDINGS
Too much TV bad for toddlers

LONDON: Toddlers’ TV-viewing habits have a direct impact on their fitness and fatness in later childhood, a study has shown.

Each hour a week of television watched by a two-year-old corresponded to a reduced level of long-jump performance by the age of eight to 10, said the study reported online in the International Journal of Behavioural Nutrition and Physical Activity. Every extra hour of weekly TV from the age of two to four also led to almost 0.5mm increase in waist circumference.

The Australian, 17 July 2012

PA

TODDLERS’ TV-viewing habits have a direct impact on their fitness and fatness in later childhood, a study has shown.

Each hour a week of television watched by a two-year-old corresponds to a reduced level of long-jump performance by the age of eight to 10.

Youngsters exposed to more than 18 hours of TV a week were almost a centimetre wider around the middle by 10 years of age.

Lead researcher Dr Linda Pagani, from the University of Montreal, said: "Watching too much television is not good."

The Advertiser, 17 July 2012
Ad standards coming to a tweet near you

The Advertising Standards Bureau, which is funded by a levy paid by members of the Australian Association of National Advertisers, has received its first complaints about social media campaigns.

Twitterati hear they will be considered by the Ad Standards Board in the next week or two.

At this stage the ASB isn’t talking about the brands affected, other than to say they include alcohol.

It’s understood they involve Facebook, rather than Twitter, but the issue in question could just as easily apply to Twitter or a brand’s own website; people are taking umbrage at the offensive language often used in comment streams, no doubt published on brands’ Facebook pages, and they are doing something about it.

Offensive language is an easy “get” for the Ad Standards Bureau — its remit to rule on taste and decency issues clearly applies.

Not so with something like an undisclosed sponsored tweet. Sponsored tweets fall into a grey area in Australia, where it’s left largely to the competition watchdog to decide whether advertising campaigns have been misrepresented as being something else.

In May, following news that celebrities such as chef Matt Moran and singer Shannon Noll had been paid to plug tourist destination Kangaroo Island in tweets, the competition regulator said the tweets had not to do with themselves as accepting cash for their comments, their tweets had to be truthful.

In contrast, Britain’s advertising watchdog last week asked a second advertiser, hair salon Toni & Guy, to pull down tweets that were not obviously identified as marketing communications with a hashtag such as #ad — despite including an offer of a 10 per cent discount.

One tweet from The Only Way Is Essex star Gemma Collins read: ‘In @Toniandguydaily having such a wonderful time deep cleaning my hair back to good condition 10% off call today and quote #gemma x’.

Are we looking down the barrel of an #ad hashtag here?

Australian regulators have in the past taken a softer approach to advertising regulatory issues — or maybe our citizens didn’t know where to go to make a complaint.

It looks as if that’s changing.

@larsasinclair

The Australian, 16 July 2012

Fatty freebies app not so smart

ERIN MICHAEL

FAT-LADEN freebies served to consumers via a smartphone app is super-sizing Australia’s obesity crisis, health experts warn.

Whoppers, cheeseburgers, fries, hash brownns and sundae are among the high-calorie items served at Hungry Jack’s which are being snapped up at no cost by its social media savvy customers.

The Hungry Jack’s app — which is free to download from iTunes — allows users to unlock complimentary treats or multi-buy discounts daily by logging into social media and shaking their smartphone within a 3m radius of a Hungry Jack’s store.

And patrons are making detours to the drive-thru, consuming more than 310,000 items since the fast food giant launched the promotion in May to boost the burger brand’s social media presence.

But the app has alarmed health experts who claim that the “marketing gimmick” is poisoning young consumers who are more vulnerable to poor food choices and entices people to devour excessive calories regardless of their hunger levels.

Leading nutritionist Dr Rosemary Stanton warned that while the greasy goods were available at no charge, they were not free.

“There’s evidence to suggest that when people are reminded of food they’ll eat it, especially if it’s easy or cheap,” she said.

“Upsizing with buy-one-get-one free deals is a major concern: we need to be eating less, not more.”

The Advertiser, 10 July 2012

More of us want ads to watch their language

SIMON CANNING

AUSTRALIANS are becoming more sensitive to the use of bad language in ads, the advertising watchdog has revealed.

The Advertising Standards Bureau has highlighted a growing gap between community expectations and rulings by the bureau’s board.

Fiona Jolly, chief executive of the ASB, said a recent survey of consumers had found a creeping conservatism in attitudes towards bad language over the past five years.

“Community views and board decisions appear to have shifted relative to each other,” she said.

The report’s findings could lead to the ASB taking a tougher stance on swearing.

“With regards to language, there was widespread concern

 facebook casino sites lure kids

LONDON: Facebook has been accused of turning youngsters into gambling addicts with an explosion of Las Vegas-style casino games appearing on the social networking site.

Children are using “virtual coins” to simulate the thrill of hitting the jackpot with slot machines and roulette games on home computers and mobile phones.

There are hundreds of virtual slot machine and poker games on Facebook, including Jackpotjoy and Slotonmania.

But British addiction experts have warned the games encourage teenagers to think gambling is harmless fun.

Dr Carolyn Dowas, of the University of Salford, was alerted to the danger when her 13-year-old daughter became upset at losing virtual money on the game Fluff Friends.

She said: “It’s well-established that the younger the children start gambling, the more likely it is they will become habitual gamblers and also problem gamblers.

“It’s a long-term risk. What we’re doing is setting up these kids to be problem gamblers as they go through life.”

Advertiser, 17 July 2012
Society shares load of obesity

FAT people are not to blame for being overweight, an Australian academic claims.

Dr Samantha Thomas, who spoke yesterday at the annual Castan Centre for Human Rights law conference in Melbourne, said the war on obesity was failing as society put too much emphasis on personal responsibility.

"Obesity rates are still increasing because we put all the responsibility on the individual, but are completely reluctant to tackle the corporations that are part of the cause — the junk food companies, the soft drink companies, even the town planners who design new suburbs with no backyards nor playgrounds," she said.

Dr Thomas, a senior research fellow at the Monash University School of Marketing, said more should be done to prevent obesity, rather than simply telling overweight people to lose weight.

"It is easy to say 'do the right thing, why don't they?' but for some people, for a variety of reasons, it is very hard to make the right decisions. We really need to create a healthy environment to help people do that," she said.

Dr Thomas said the anti-obesity fight could be similar to the war on smoking, with big tobacco companies blamed rather than individuals labeled weak or lazy.

CHILDREN TRICKED
Junk food disguised to appear healthy

"With the anti-smoking movement, we realised that tobacco was being heavily marketed at adolescents and we were disgusted," she said.

"Junk food is marketed at children and adolescents, but, instead of stopping that, we put the responsibility on parents."

YMCA spokesman Shen Bendle said, while environment did play a role in health, people still needed to learn to make the right choices themselves.

"The YMCA encourages people to take responsibility for their weight and, just as importantly, for their overall health and wellbeing," he said.

"But we also understand the tremendous importance of supportive environments that help people to make healthy choices."

Healthy workplaces, walking tracks, food labelling and urban parkland all were initiatives helping people make the right decisions.

"Overall health and wellbeing will only be achieved by choosing to take responsibility, but this choice is made easier and its more sustainable if there is a supportive environment," Ms Bendle said.

The Advertiser, 21 July 2010

CHILDREN are being conned by food companies who are making fatty and sugary foods appear to be healthy, an Adelaide study suggests.

Some of Australia's most popular brands, including Kellogg's and Nestle, have been accused of making food that appeals to children look healthier than it actually is, the Flinders University study showed.

Researchers, led by lecturer Kaye Mehta, found 375 products on a major supermarket chain's shelves with packaging designed to appeal to children through the use of cartoons, competitions and give-aways.

More than three-quarters of these products were deemed to be unhealthy because they are high in fat and sugar.

However, more than half of them had prominent nutrition claims on the packaging, boasting that the product is, for example, "99% fat free", "high in calcium" or has "no artificial colours", they found.

"This has the potential to mislead and confuse children as well as parents who would be more inclined to purchase products carrying claims about health and nutrition," Dr Mehta said.

Jane Martin, executive manager of the Obesity Policy Coalition said "using these techniques to attract children to unhealthy food at a time when childhood obesity is at record levels is simply unethical".

A Nestle spokeswoman denied the company misled children or made unhealthy food appear to be healthy. A Kellogg's spokesman said products had daily intake guidelines which show the amount of sugar, salt, fat, sodium and kilojoules per serving on the front of the pack.

An ongoing war between parents and children, she said, it shouldn't be that way, she said. "It can be hard for children to accept something is not good for them when it is advertised as being healthy."

She said it was getting harder as her children aged 4, 6 and 7, grew up.

Branson departs with media doubts

NICOLA BERKOVIC

AUSTRALIAN Human Rights Commission president Catherine Branson has expressed doubt about the media's ability to regulate itself, saying the right to free speech and freedom of the press should be tempered by the public's right to accurate information.

In comments likely to embolden those who want to see the government step in to regulate the press, Ms Branson said self-regulation had "significant drawbacks" and irresponsible media outlets could distort the truth.

Ms Branson, who steps down from her post at the end of next week, has also given support to a national law to crack down on bullying — but she believes the best way to tackle the problem is by encouraging bystanders to step in to protect victims.

Ms Branson said governments had a role to regulate the content of the media. "Some regulation is almost certainly necessary," she said. "Self-regulation, which is often the alternative offered, does have significant drawbacks."

She said free speech was "absolutely fundamental", but it needed to be balanced against other needs.

"Other people's rights, including their right to fair and accurate information, can be damaged by irresponsible media."

However, in deciding what form regulation should take, governments should err in favour of press freedom.

Ms Branson's comments come as the federal government considers initiatives aimed at limiting press freedom, including a regulator to oversee the content of newspapers and a public interest test that would subject media ownership to approval.

Her comments can be contrasted with those of her successor, incoming president Gillian Triggs, who told The Australian the right to free speech in Australia was "very, very fragile", and could be restricted in ways that would not be permitted in comparable countries.

After four years at the Human Rights Commission, Ms Branson, 64, will return to Adelaide to spend more time with her family.

The Australian, 20 July 2012
Parents best judges

HREK is the only PG-rated movie my partner and I have let our seven-year-old daughter, Jasmine, watch. The DVD was a gift from a friend. Jas thought it was OK but it hasn’t become a favourite.

Some people we know think we are overprotective and have let their children – some under 10 years old – watch all the Harry Potter movies and more.

My partner, Belinda, and I are big fans of the PG-rated first movie in the Potter series, Harry Potter and the Philosopher’s Stone.

A few months ago, we thought we’d try watching it with Jas – but she was frightened by the first scene in which a cat turns into a witch and didn’t want to see any more.

Maybe in a year or two she will feel differently.

Flinders University professor Elizabeth Handsley, who specialises in media law as it applies to children, says parents should be the judge of what children are allowed to watch. But she encourages them to look closely at movie classifications.

She sits on the board of the Australian Council on Children and the Media (ACCM), which provides free movie reviews for parents.

Prof Handsley says the reviews are needed because the classification system doesn’t give in-depth information about each film.

“Parents know their children best and we don’t want to tell them what to do – we want to help them make informed choices,” she says.

Prof Handsley says the movie classification system is not perfect that an M-rating can encompass anything from a romantic comedy with a few swear words to a very violent science-fiction film such as Prometheus.

She points out some parents would be OK about a few swear words but not strong violence.

Besides the obvious peer pressure, there are other influences encouraging children to see movies that they are not mature enough to deal with, Prof Handsley says. “Sometimes movies are marketed in advance of being classified. They are marketed with children’s merchandise (such as toys) weeks in advance,” she says.

“It raises children’s expectations that they will be able to see the movie which they might be too young to view.”

Prof Handsley is concerned many parents let young children watch M-rated movies, thinking they cope well with them when in fact they can cause longer-term problems.

“The influence of these viewing experiences can build up over time,” she says.

“It can contribute to their behaviour in very subtle ways. The ACCM reviews are informed by psychological knowledge and insights.”

To read the latest ACCM movie review, turn to our What’s On guide. The Guardian Messenger, 4 July 2012

It’s true, pop songs sound alike

OLD fogeys have long proclaimed it, parents have long suspected it, and ageing rockers have long feared that even thinking it would turn them into all they used to despise. But it seems that believing today’s music is samey, boring and, well, just too loud does not necessarily make you a miserable reactionary. Rather, it is the scientific truth.

An analysis of the pitch, timbre and loudness of half a million songs, from Bill Haley in 1955 to Lady Gaga in 2010, has found that the melodies have become simpler and converged stylistically.

At the same time, volume has increased.

The research, published in Nature Scientific Reports, was performed by computer analysis of Columbia University’s Million Song Dataset.

“The global loudness level of music recordings has consistently increased over the years,” study author Joan Serra, of the Spanish National Research Council, said.

“The study spanned a variety of genres, including rock, pop, hip-hop, metal and electronic. It mentioned no songs by name, analysing the music in algorithms of numbers and symbols in search of patterns.”

Martin Haro, a PhD student from Universitat Pompeu Fabra, Barcelona, said the advantage was computers were unlikely to have the sort of cultural baggage — memories of successful seductions using James Brown, or less successful ones using Right Said Fred — that might affect human analysis.

“The complexity of the pitch transition — chords and melodies — is simplified over the years,” Mr Haro said.

“Going from a C chord to F is very basic and everyone does it. Right now, music is full of these simple transitions. In the 50s, new chords were tried… Old music was more… experimental.”

Not fit for kids

MY WIFE and I paid a visit to the Semaphore cinema Odeon Star on Saturday night, July 7, for the 7.30 show to see Ted, with an “MA” restriction, which means no kids.

I was gobsmacked when in waltzed a husband and wife with a four or five-year-old daughter, a father with a 10 to 12-year-old daughter, and another family with a son who possibly looked 13 or 14 years old.

I am now confused – who is at fault here?

Age restrictions on movies are put in place to protect young kids from being exposed to the content, which involves swearing of the worst kind, sex scenes and general adult humour which leaves nothing to the imagination.

I am no prude, but there is a time and place for kids to understand that restrictions on them have to be implemented during certain periods of their life.

Parents need to be more aware, and take responsibility for the kids’ wellbeing.

MICHAEL POLLARD
Largs North
Weekly Times, 25 July 2012
**ADVERTISING**


**COMPUTERS & INTERNET**


**MEDIA EFFECTS - EDUCATION**


**MEDIA EFFECTS- HEALTH**


**MEDIA EFFECTS - SOCIAL**


Houghton, SJ; Nathan. E; Taylor, M (2012) To bully or not to bully. That is not the question: Western Australian early adolescents’ in search of a reputation. *Journal of Adolescent Research, Vol. 27, No. 4, Pp498-522*


**VIDEO & COMPUTER GAMES**


Hellstrom, C; Nilsson, KW; et al (2012) Influences of motives to play and time spent gaming on the negative consequences of adolescent online computer gaming. *Computers in Human Behavior, Vol. 28, No. 4, Pp1379-1387*


**EVENTS**

Metro Screen School Holiday Course

**Video Game Design for Kids**

A new workshop that aims to teach basic design and development skills for video games for 11 - 17 year olds. During the course the participants will create two games which they can take home

AUSTRALIAN COUNCIL ON CHILDREN AND THE MEDIA
Membership/Subscriptions Application

**WORLD NEWS**

**Obesity Olympics?**

The London-based Children's Food Campaign (CFC) has released a scathing report called *The Obesity Olympics* that takes the International Olympics Committee (IOC) to task for permitting junk-food manufacturers to continue to sponsor the Games.

According to the authors of the report, “Even before a medal has been won, McDonald’s, Coca-Cola and Cadbury’s are already big winners of the Games.”

Their sponsorship buys them unchallenged prominence and it gives them a particularly valuable association with athleticism and success. They want people either to forget that their flagship brands are high in calories, sugar and fat, or believe instead that consuming such food and drink is part of a healthy, and ‘winning’ formula.”

The report can be found at [http://www.sustainweb.org/publications/?id=237](http://www.sustainweb.org/publications/?id=237)

**Better music for primary schoolers?**

In Western Australia, the Children’s Music Project has been set up in an attempt to combat the sexualised content to which children are exposed in the current pop culture.

Information about the Children’s Music Project, including how to make a pledge of support, can be found at:

[http://www.poible.com/clarity](http://www.poible.com/clarity)

**eBay accounts for under-18s?**

As if parents haven’t got enough to worry about! The eBay.com website is looking at ways to allow consumers who are under 18 years old to set up accounts and buy vintage T-shirts, jewellery, school supplies or other products, said Devin Wenig, eBay’s president of global marketplaces in an interview with The Wall Street Journal.

To appease privacy concerns, eBay is likely to require the accounts to have parental authorisation. Minors would be able to buy most items available on the site, but eBay says it would design ways to shield younger users from viewing or purchasing adult content and products.


**New children’s channel**

Discovery Networks Asia-Pacific is launching a new children’s channel, Discovery Kids. Discovery Kids will rollout over the next six months throughout the Asia-Pacific, beginning in India, Indonesia and the Philippines, followed by Singapore, China, Japan. It will finally be launched in Australia early in 2013.


**KIDS’ TV**

A selection of children’s programs screened on TV during the period

**ABC 1 (afternoon only)**

Play School; Ben and Holly’s Little Kingdom; Poppets Town; This is Emily Yeung; The Mr Men Show; Best Ed; Even Stevens.

**ABC 2**

Blinky Bill; Pinga; Shaun the Sheep; Charlie and Lola; Small Potatoes!; Driver Dan’s Story Train; Chuggington; Five Minutes More; Captain Mack; Zigby; Milly Molly; Mouk; Mister Maker; The Mole Sisters; Bookaboo; Rastamouse; The Hive; Olivia; Kioka; In the Night Garden.

**ABC 3**

Yakkity Yak; The Gees; Almost Naked Animals; Spliced!; Cornell and Bernie; Potatoes and Dragons; Animalia; The Silver Brumby; Go Lingo!; Good Game SP; P-Culture; BTN Extra; Quest; Ship to Shore; Ruby Gloom; Masha and the Bear; Horrible Histories.

**SEVEN**

All for Kids; Stitch!; Handy Manny; Jake and the Neverland Pirates; Match It.

**NINE**

Hi-5; Pyramid; Pixel Pinkie; A Gurl’s World.

**TEN**

Wurrrawy; Totally Wild; Scope.

**DISNEY CHANNEL**

Shake It Up; Wizards of Waverly Place; Zeke and Luther; Phineas and Ferb; Pair of Kings; Scardy Squirrel; Fish Hooks; Oscar’s Oasis; A.N.T. Farm; Good Luck Charlie; Hannah Montana.