ACMA community safeguards report

The Australian Communications and Media Authority (the ACMA) has released the report from its Contemporary Community Safeguards Inquiry. The inquiry was established to explore the matters that should be addressed in contemporary broadcasting industry codes of practice. ACCM has also released the findings from community research which informed the report.

A majority of all respondents (81%, including non-parents) agreed with the statement that ‘time restrictions for when free-to-air television broadcasters can show particular content are essential for protecting children from seeing inappropriate content’.

Parents and carers of children under 15 years, in particular, felt that having dedicated children’s channels did not remove the need for time restrictions for content on commercial free-to-air channels.

The report and associated materials can be found on the ACMA website:

http://www.acma.gov.au

Government deregulation, children and the media

TV and radio broadcasters are lobbying the government to remove or limit the Australian Communications and Media Authority’s role in regulating content.

ACCM and other advocates for children are concerned that consumers will be overlooked in the government’s rush to cut media regulations. The free-to-air commercial broadcasters asked the Minister for Communications to abolish the Children’s Television Standards (CTS) in their submission to the government’s review of media regulation.

According to Lara Sinclair, writing in The Australian, Mr Turnbull’s office has confirmed that children’s television had emerged as a significant issue following consultations with the media industry and advertisers but said no timeframe had been set.


Meanwhile, the Sydney Morning Herald reports that members of the coalition are divided over plans for a cyberbullying commissioner.


The proposal for the commissioner came from the Coalition’s online safety working group which was set up up by Tony Abbott while in opposition. It was opposed by industry groups and is now being questioned by some of Abbott’s colleagues who see it as being at odds with moves towards deregulation.

ACCM strongly supported the establishment of an E-Safety Commissioner in its submission to a government inquiry on online safety for children, saying that it is ‘an opportunity to make some great leaps forward in media regulation for the protection of children’s interests’. The ACCM submission can be found on our website:


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ACMA COMMUNITY SAFEGUARDS REPORT
NEW SEMINAR

Australian Council on Children and the Media will celebrate the launch of its Know Before You Load app review service (including the Children and Gambling Watch List) with an April seminar:

**Choosing and using apps with children:**

**Finding good games and avoiding the pitfalls**

A presentation for parents and all who work with or care for children (toddlers to teens)

7.30-9:30 pm Monday 7 April 2014
Colonel Light Gardens Primary School
Windsor Avenue, Colonel Light Gardens SA

Speakers:

Dr Kate Highfield, Institute of Early Childhood, Macquarie University, NSW. Kate is an enthusiastic expert on children’s use of technology in learning and play. Kate will discuss ‘Choosing and using apps with children’ and introduce our new app review service.

Dr C Glenn Cupit, ACCM’s Vice-President and former Senior Lecturer in Child Development at the University of South Australia, will talk on ‘Apps and other media stuff: Using them to raise happy and healthy children.’

Tickets $22.00

Bookings: http://www.trybooking.com/EMPD

EDITORIAL: THE ABBOTT GOVERNMENT’S DEREGULATION AGENDA & CHILDREN’S TELEVISION?

GOVERNMENT DEREGULATION AFFECTS ADULTS
EDITORIAL

How does the Abbott Government’s deregulation agenda affect children’s television?

This editorial was written by ACCM President, Professor Elizabeth Handsley

Australia has long had a system for ensuring that commercial free-to-air television stations cater to children’s needs. Under the Children’s Television Standards (CTS) those stations must broadcast a quota of high-quality children’s and preschool programming, and ads during those programs must meet certain fairly strict criteria.

Unfortunately there is no requirement to promote those programs, so they draw relatively low audiences, but at least they are there. They are considered to be part of a kind of compact between the Australian people and the commercial free-to-air television industry: they are given privileged access to the airwaves and protection from open competition on that platform, and in return they adhere to certain public-interest standards.

For some years the commercial free-to-air television industry has been complaining about the increased competition it is facing from other, less-regulated platforms. Therefore pressure to deregulate television is nothing new. However it seems to have an especially sympathetic ear in the current Commonwealth government and ACCM is watching carefully to see what will come out of the ‘deregulation days’.

We have already seen that the last round of deregulation—intentionally or otherwise—brought in changes against the interests of consumers of financial advice. It is hard to imagine a more anti-consumer reform than to remove a simple requirement that advisers act in the best interests of their clients.

If the government is willing to leave those consumers out in the cold, what does that say about consumers who don’t even vote yet?

It is especially worrying that the government has consulted closely with industry but not sought the views of consumers or the general public about which regulations are still needed.

Meanwhile the industry has been advocating an abandonment of classification time zones, so that material with any level of violence or adult themes can be shown at any time of day.

Under those changes, families would no longer be able to watch TV together in the evening prime time. The TV industry’s vision is one where every family member is in a separate room, watching appropriate programmes on their own. ACCM knows that the more likely scenario will be one of young children being exposed to M or MA15+ programs, just because they are on in common areas of the house.

ACCM encourages all members and friends to keep up the pressure on the government to maintain the provisions serving children’s interests as TV viewers. If you are concerned about these developments, let us know and, perhaps more importantly, let your local MP know.

NEW RESOURCE

Persuasive Language

Persuasive Language is a free online resource developed by an experienced English & Media Studies teacher to help students refine their understanding of how persuasive language works.

Clear definitions and a range of structured activities allow students to analyse language features and visual techniques with a view to developing their grasp of audience, purpose and the power of persuasion. The resource provides a useful tool for teachers in the lead-up to NAPLAN testing early next term, and as an addition to meet the sustainability focus outlined in the National Curriculum.

The use of persuasive language is scrutinised in the context of sample articles and cartoons about the contentious and contemporary issue of online piracy of movies and television programs. This topical issue often evokes passionate and emotive public discourse by media commentators and advocates from both sides of this debate.

Access this free online resource now at http://www.nothingbeatstherealthing.info
### COMPUTERS & INTERNET


### FOOD ADVERTISING


### MEDIA EFFECTS-PSYCHOLOGICAL


### MEDIA EFFECTS-HEALTH


Ferrar, K; Olds, T; Maher, C (2013) More than just physical activity: Time use clusters and profiles of Australian Youth. *Journal of Science and Medicine in Sport, Vol. 16, No. 5*, pp427-432


### VIDEO & COMPUTER GAMES


### VIOLENCE


### CONFERENCES

**Young Learners Congress & Expo**

**Laying the foundation of learning technology**

1 - 3 April 2014

Australian Technology Park Sydney


**Linking up for kids**

Partnerships between health, hospital and education systems to enhance child and youth wellbeing

14-15 April 2014

The Menzies Sydney Hotel

Singaporean adults were considered obese, Statistics from the 2010 National Health concerns over a worrying trend of obesity. take effect from January next year, amid in fat, sugar and salt to children will The nutrient criteria that will act as a framework to determine which food and beverage products can be advertised to children will be ready by September. The brands are Barbie, sold by Mattel, and the annual Sports Illustrated swimsuit issue. The campaign is centered on the 50th anniversary edition of the issue, which is to come out next Tuesday, and presents Barbie on the cover as a model, dressed in a new version of the black-and-white swimsuit she wore when first introduced in 1959. Advertising to children affects them as adults New research with people from the UK and the USA has demonstrated that when companies advertise to children using mascots or special characters, the love of the brand and feelings that the product is good and healthy can remain well into adulthood. This acceptance extends even to new versions of the product launched under the same brand. The lingering effects of advertising can hamper an adult’s ability to change their opinions of less-than-healthy brands that they loved as children. Although previous research has shown the affects of advertising on children this research was new in showing the long-lasting effects this advertising can have. The paper will appear in the June issue of the Journal of Consumer Research. Connell, P et al (2014) How childhood advertising exposure can create biased product evaluations that persist into adulthood. Journal of Consumer Research. 


http://www.nytimes.com/2014/02/12/business/media/barbies-sports-illustrated-swimsuit-issue-causes-a-stir-online.html?_r=0

http://www.nytimes.com/2014/02/12/business/media/barbies-sports-illustrated-swimsuit-issue-causes-a-stir-online.html?_r=0

http://www.preventionaction.org/research/media-heroes-discover-their-power-prevent-cyberbullying/6007