



Fear in front of the screen

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Breaking the rules

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First published 1986

Issue No. 372

March 2020

What's streaming

ACCM now reviewing children's content on streaming services as virus forces cinema closures

ACCM has acted quickly to help parents find enjoyable and healthy viewing for their children on home screens over the coming month during the COVID-19 health crisis. ACCM has switched from reviewing movies in cinemas to those on streaming services, and is combining these with its database of 1200 movie reviews compiled over the past 18 years. So if you are wanting to check out whether a movie is age-appropriate you can use our [Lockdown List](#). Or, if you are looking for suggestions for a family movie session you'll find a [list here](#).



Campaign for Commercial Free Childhood in the US has a resource that is helpful for these times

THE Campaign for Commercial Free Childhood in the US has given parents and carers a guide to managing social distancing with young children. The article says "families raising young children are facing much anxiety and uncertainty" and has listed tips to help deal with social isolation

during the pandemic.

Tips include:

- Structure, consistency and relationships are key
- Make space for feelings and schedule play time
- Nourish your child's relationships
- Use screens mindfully

[Read more here](#)

Complaint about McDonald's ad upheld

The Obesity Policy Coalition's complaint against an ad for McDonald's, for positioning a Happy Meal from the fast food restaurant as a reward for children's good behaviour has been upheld.

The OPC argued that the ad breaches the Quick Service Restaurant Initiative for Responsible Advertising and Marketing to Children (QSRI), to which McDonald's is a signatory, because it is appealing to children under the age of 14 and

"the prominent foods advertised do not represent healthier dietary choices".

The ad subject to the complaints depicts a girl righting her wrongs, by removing arrows from photos of her brothers, washing pink dye out of the family dog's fur, painting over the slogan 'Brother's are...' on the cubby house and retrieving car keys from a fish tank in order to earn a family meal at McDonald's.

[Read more / ASB report](#)

small screen

issue 372 - March 2020

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

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

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

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ACCM acknowledges support from



ACCM'S website is designed by



editorial

fear in front of the screen

BARBARA BIGGINS OAM
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A NEWLY published book adds support to the importance of the work that ACCM has been doing in providing parents with access to information about the age-appropriateness of movies for their children. ACCM believes it's even more important, at this time, to emphasise the need for parents to have and to use this information. (See story page one)

ACCM has long been concerned about the short and long term impacts of scary material on the child viewer. Reliable research has been telling us for years that exposure to horror themes and images and to graphic violence can increase the risks that children will develop sleep disturbances, and ongoing and unnecessary fears and anxieties. US Emeritus Professor Joanne Cantor has published in this field for many years, and been the source of much wisdom. (see reference below)

Now, a newly published book by Maya Gotz, Dafna Lemish and Andrea Holler, adds new perspectives to these issues. ***Fear in front of the screen: children's fears, nightmares and thrills from TV*** (2019) London, Roman and Littlefield. ***The publishers say:*** *Experiencing fear in front of the screen is a common phenomenon in childhood, and a focus of public concern. Yet, research has encountered ethical and methodological challenges and has focused largely on the effects of watching disturbing*

news.
In this innovative book, this universal experience is investigated in depth via two complementary studies:

1) a retrospective study of experiences related by 626 undergraduate students from eight countries; and 2) a study of the current nightmares induced by watching television of 510 children in five countries.

The results presented in this book highlight the most common elements of fear in front of the screen more generally, followed by a focused analysis of the unique features of fear that characterize different developmental stages: pre-school, middle childhood, pre-teens and teenagers. ... Finally, the book offers implications for media producers and policy makers as well as for parents and educators.

The authors conclude their book urging readers "to consider the 3 Cs involved in children's media engagement: the characteristics of the child (age, ability) of the content (age-appropriate content, horror, gory scenes) and the child's context (family mediation, cultural background)." They say "Fear in front of the screen is a universal phenomenon that should be kept in mind by all who care for the wellbeing of children, and wish for their media experiences to be enriching, satisfying, and entertaining, but not traumatizing"

The latter is an important objective for the Australian government to hold as it reviews its options for the National Classification Scheme.

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LEFT: Dafan Lemish and the cover of new book, *Fear in Front of the Screen*



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ACCM has provided Know Before You Go movie reviews, and Know Before You Load app reviews, for many years. Please help us

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Channel Nine breaches classification rules

The Australian Communications and Media Authority
By Staff Writers

The Australian Communications and Media Authority (ACMA) found Channel Nine breached the Commercial Television Industry Code of Practice after it split a screening of *Pirates of the Caribbean, Dead Men Tell No Tales* into two parts, each with a different classification.

The ACMA opened an investigation after Channel Nine broadcast the film in two parts, with the first part modified to suit the PG classification requirement for movies broadcast prior to 8.30 pm.

ACMA Chair Nerida O'Loughlin said film classification is intended to regulate broadcast content and assist viewers to make informed decisions about their viewing choices.

"Viewers—some who are children—would have started to watch a PG film, then halfway through been expected to choose between missing the end or watching M-rated material," Ms O'Loughlin said.

"Networks are on notice that this approach is unacceptable and in breach of the Code."

[Read the news story here](#)

Kids more likely to become gamblers while home

The Guardian
By Rob Davies - [@ByRobDavies](#)

Gambling has become part of every day life for children due to a constant stream of advertising that makes them more likely to bet in later life, according to major new research.

The groundbreaking UK report cited TV advertising, social media and the influence of family among factors likely to lead young people to gamble, prompting renewed concern about increased exposure during the Covid-19 lockdown.

Researchers at Ipsos Mori and the University of Stirling found that 96% of people aged 11-24 had seen gambling marketing messages in the last month and were more likely to bet as a result.

[Read the news story here](#)
[Read the report here](#)

Marketing, nutrition labels may lead kids to overeat sugary cereals

Thomson Reuters
By Carolyn Crist - [@cristcarolyn](#)

Parents may allow kids to eat too much sugary breakfast cereal because the suggested serving size is smaller than they realize, according to a new US study.

The cereals with the most sugar per ounce also tend to have child-oriented marketing such as mascots, games, colors and fun cereal shapes, researchers found in a study of brands that have pledged to help reduce added sugars in kids' diets.

[Read more here](#)

Excessive 'screen time' could delay toddlers' language skills

Health Daily News
By Serena Gordon - [@SerenaG1](#)

Everyone is glued to some sort of media these days, but for young kids, that screen time could delay or limit their language skills, a new Canadian research review suggests.

"Our findings are really consistent with the guidelines from the American Academy of Pediatrics [AAP], and the bottom line is that kids should use screens in moderation and parents should try to prioritize using screens together with their kids," said the study's lead author, Sheri Madigan. She's a child development expert from the University of Calgary in Alberta, Canada.

[Read the news story here](#)
[Reads the research here](#)

Shaun the Sheep and The Snail and the Whale among winners at British Animation Awards 2020

Toy News
By Robert Hutchins

The talent behind some of Britain's best animation over the past year, including *The Snail and the Whale*, *The Tiger Who Came to Tea*, *The Adventures of Paddington*, and *A Shaun the Sheep Movie: Farmageddon* were celebrated at the British Animation Awards 2020 this week.

Held at London's BFI Southbank, the BAAs was hosted by comedian and actor Miles Jupp who kicked off a ceremony dedicated to recognising all forms of animation and honour the achievements

of the British animation scene from the past two years. Top awards went to Sally Hawkins for her work on the animated adaptation of the Julia Donaldson and Axel Scheffler book, *The Snail and the Whale*, David Arnold for Best Original Music for *The Tiger Who Came to Tea*, and to Nick Jr for its pre-school series, *The Adventures of Paddington*.

[Read the news story here](#)

Esafty Office issues list of trusted internet safety educators

Esafty Office
By Staff Writers

[Read the news story here](#)

Onward with new reviews!

ACCM
By Staff reviewers

For the next months until cinemas reopen, ACCM will be reviewing selected movies from streaming services. They'll appear on our movie review pages as usual. Here's our last cinema movie review for a while- *Onward*.

PLOT: Two teenage elf brothers, Ian and Barley Lightfoot, go on a journey to discover if there is still a little magic left out there in order to spend one last day with their father, who died when they were too young to remember him.

WE SAY: *Onward* is an animated fantasy with an original storyline and excellent graphics. The characters are diverse, the plot is fast paced and there are lots of positive messages about believing in yourself, overcoming obstacles and navigating tumultuous relationships in a positive way that make this an ideal film for families with children 8 and over. Parental guidance is recommended for children aged 5 to 8 due to themes, violence and suspenseful scenes of peril.

[Read the review here](#)

