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SEVEN AXES KIDS' CONTENT

Seven Network replaces children's content with not-so-golden-oldies

The Minister for Communications, Paul Fletcher, announced on April 15 the commercial free-to-air TV networks were to be excused from meeting their Children's, Preschool children's and Australian content quotas for the rest of this year. The Minister's announcement was in response to the financial pressures placed on the production of Australian TV content during the Covid 19 crisis. Within a few days, the Seven Network had dropped its five-hours per week quota of C programming and 2.5 hrs of P programming. Seven has replaced its C programs such as *Get Clever* and *Zoo Moo*, and its P program *Toybox*, with the repeat Australian programs *Auction Squad* rated G (produced 2002-2005), *Harry's Practice* rated G (produced 1997-2003),



DROPPED: Seven Network has replaced a swath of childrens shows with reruns of *Million Dollar Minute*, starring Simon Reeve (above left)

and *Million \$ Minute* rated G (2013-2015). One can only speculate as to how that is helping Seven's bottom line.

The Minister is now calling for us all to have our say on the future of Australian content and children's quotas on network TV and other services.

Guest editorial

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ABC announces support fund

The ABC has unveiled a \$5m development fund to provide independent Australian creatives with a support network during the (COVID-19) pandemic to help safeguard local content.

[Read more here](#)



New screen time guidelines

Set limits to screen time, but you should prioritise your mental health, new research from the American Academy of Pediatrics says. The AAP relaxed their usual recommendations, saying children's screen time can increase during the pandemic.

[Read more here](#)

small screen

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editorial

MATTHEW DEANER
SCREEN PRODUCERS
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The impact of the coronavirus and the global effort to stop or slow its spread has reached into almost every aspect of our lives.

This is true for everyone, including for children, who are staying home from school, are missing out on seeing friends and family, and are locked out of their favourite parks and playgrounds.

But now, thanks to a [controversial Government decision](#), the virus' impact will also reach into kids' entertainment choices, with fewer opportunities for Australian kids to access locally produced content that is made specifically for them.

This is because the Government has decided, as a coronavirus response, to temporarily 'suspend' the rules that require Australia's commercial broadcasters (Seven, Nine and Ten) to make and show locally made kids' content. It is true that production of much Australian television content has been interrupted, but there is also a lot of kids' content (mostly animation) that can continue. The problem with the Government's decision is that the broadcasters can now walk away from those productions with no repercussions, and some of them have pulled the rug out from under projects that were all but ready to go.

Staying home and needing entertainment and education, there's no doubt that at this particular point in history, kids will be consuming screen content more than ever. So



suspension of rules will rob children of some first-class stories

it is now more important than ever that they have access to content that is made specifically for them, that reflects their experiences and captures their imagination. After all, children experience the world differently from adults, and there is a lot to experience at the moment. Parents, as always, will also have a need for content choices they can trust, given the many competing demands of parenting and working through a pandemic.

In this context, the reasons why quotas were first introduced are more relevant today than ever before.

However, it is appropriate that the system evolve to reflect children's modern viewing habits. There can be no denying the role that content streaming plays in the modern Australian child's screen diet. It is timely therefore that [the Government is consulting on](#) what the rules for children's content, and Australian content more broadly, should look like in the longer term.

We don't know what the Government will decide, but any future framework must include children and their unique needs, and must allow kids to find specialist content across the full range of services they use. It's extremely unfortunate that ahead of this wider review, the temporary suspension of existing rules will rob children of some first-class stories, told to them in their own voice and through their own perspectives. However, we now have a unique opportunity to shape a sustainable and diverse future for the world-class Australian kids' content that has enduring value in the lives of Australian children and their parents ■

More information at the [SPA website](#)

Virtual workshops to manage screen time during pandemic

The US Institute of Digital Media and Child Development is running three "Ask the Experts" virtual workshops on managing screen time during the global pandemic. The workshops will focus on early childhood, middle childhood, and teens. Each will be posted on the

Institute's Youtube channel. The first workshop held on Monday April 27 "Young Children, Screens and COVID-19" was moderated by Dimitri Christakis, pediatrician and editor in chief of JAMA Pediatrics. Here's the [link](#). The second on May 6th at 12:00-1:30 EDT, will be

moderated by pediatrician Colleen Kraft, past president of the American Academy of Pediatrics, and the third on May 12 from 12:00-1:30 EDT, will be moderated by Child and Adolescent Psychiatrist Paul Weigle, chairman of the media committee of the American Academy of Child and Adolescent Psychiatry.

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JOURNAL OF CHILDREN AND MEDIA JA

Kayo's footy campaign breached Ad Standards' rules about violence and safety

AUS | MUMBRELLA

Kayo's winter sports marketing push caught the attention of Ad Standards, after complaints made to the industry watchdog claimed the ads displayed dangerous behaviour, violence and vandalism.

The 'Nowhere is safe from footy' campaign consisted of two spots, the first of which saw AFL player Sam Walsh take a mark off the back of Dion Prestia and land in a crate of lettuces at a supermarket, and the second showing NRL player Alex Glenn tackling Luke Keary through the glass panelling of a bus shelter.

Three cases were made against the campaign, as the spots appeared across social media, free-to-air TV and on demand.

Complainants in all three cases shared the same concerns, with one stating that the lack of reaction from the woman in the NRL-focussed spot alluded to domestic violence, and the "tampering" of the lettuces in the AFL spot would upset disadvantaged people who are short of food.

"Does the woman sitting quietly, not reacting, give the message that women should accept whatever men care to dish out to them, including violence? Is food to be regarded as a game, rather than something that is necessary to sustain life? What would people short of food think about that? Why didn't the people commissioning the ad substitute two women players for the males? I am deeply offended and object strongly to this ad," the complainant wrote.

[Read more](#)

Nutri-Grain celebrates 40 years of Iron Man advertising with new generation of champions

AUS | MUMBRELLA

Cereal brand Nutri-Grain is celebrating 40 years of Iron Man marketing campaigns, which have featured champions of the sport including Grant Kenny and Dean and Darren Mercer, by passing the baton onto the new generation of Iron Men and Women.

The latest marketing push sees Iron Men Darren Mercer and Trevor Hendy's children Jordan Mercer and TJ Hendy take pride of place on the Nutri-Grain box.

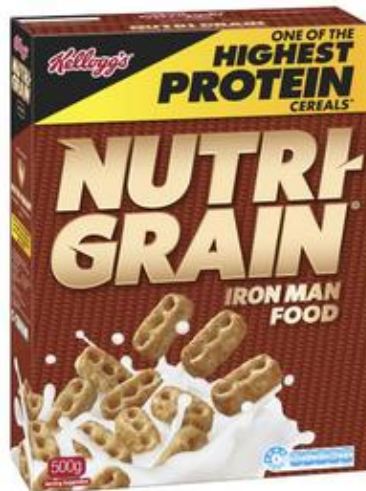
Since 1980, Nutri-Grain has featured the Iron Man and Iron Woman champions on its packaging and in its advertising. Darren Mercer first appeared in a Nutri-Grain ad in 1987.

He said: "It was the early 80's, the first Coolangatta Gold had been run and Nutri-Grain was all about Ironman. These guys were unstoppable. When my brother Dean and I were kids we both grew up wanting to live a healthy lifestyle, determined to train hard and eat right."

Trevor Hendy added: "There is no higher accolade for an Ironman or woman than a win at the Australian Surf Life Saving Championships (The Aussies). Darren and I are fortunate to have taken out the title many times before, and now it's exciting to see what our kids can achieve."

**

ACCM notes it still has 27g of sugar per 100g, and in 2015 had 32g. A tub of Bulla ice cream has 21g of sugar per 100g.



[Read more](#)

Association of Early-Life Social and Digital Media Experiences With Development of Autism Spectrum Disorder-Like Symptoms

US | JAMA NETWORK

This cohort study of 2152 children controlled for perinatal and demographic variables and found that television and/

or video exposure and less caregiver-child interactive play at 12 months of age were each significantly associated with greater ASD-like symptoms, determined by total revised Modified Checklist for Autism in Toddlers score, but not with the risk of ASD. Additional perinatal and demographic findings are discussed.

Less screen exposure and more parent-child play at 12 months of age were associated with fewer ASD-like symptoms at 2 years of age, and more research on early experiential factors is recommended.

[Read more](#)

Can't go outside? Even seeing nature on a screen can improve your mood

AUS | THE CONVERSATION

Are you feeling anxious or irritated during the coronavirus lockdown? Do you constantly want to get up and move? Maybe you need a moment to engage with nature.

Getting into the great outdoors is difficult right now. But our research soon to be published in Australian Forestry shows you can improve your mood by experiencing nature indoors. This could mean placing few pot plants in the corner of your home office, or even just looking at photos of plants.

Our work adds to a compelling body of research that shows being around nature directly benefits our mental health.

Public gardens and parks, street verges with trees and bushes, and even rooftop gardens bring us a broad range of benefits – boosting physical health, reducing air pollution, and even lowering crime rates.

But inside, in your hastily constructed home office or home school room, you may be unable to take full advantage of urban nature.

Natural products such as wooden furniture can also improve working conditions.

Noemi Macavei Katocz/Unsplash, CC BY Embracing the notion of "biophilia" – the innate human affinity with nature – while locked down inside may improve your productivity and even your health.