



Problematic internet use in children and teens

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50 must-watch documentaries as a family

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GET WRITING

June 12 deadline looms for two government industry reviews

The Australian Association of National Advertisers (AANA) is calling for submissions to its review of its food and beverages advertising code. The review of the code will include the Responsible Children's Marketing Initiative (RCMI) and Quick Service Restaurants Initiative (QSRI), as responsibility for the two initiatives is being passed from Australian Food and Grocery Council (AFGC) to the AANA from July 1, 2020.

The aim of the review is to update and develop the code and practice notes so the community panel of "advertising watchdog", Ad Standards, is supplied with a framework which will assist their decisions on complaints against ads that feature food and beverages.

Advertisers, the general



REVIEWS: The advertising code surrounding food and beverage advertising, as well as options to support Australian content, are being looked at as part of two separate reviews.

public and other stakeholders have been invited to participate in the review, with [written submissions from those interested in taking part open until 12 June.](#)

A [discussion paper has also been released](#) to inform potential participants of the purpose and

goals of the review.

The new code is expected to be published in October and take effect in January, 2021.

The Government is also seeking community and industry feedback on options to support Australian stories on our screens in a modern, multi-platform

environment.

The review options paper Supporting Australian stories on our screens and more detail can be found [here](#).

Guest editorial

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and what we are waiting for....

Neville Stevens AO has been conducting the federal government's review of Classification Regulation. He's due to report to the Minister for Communications, Paul Fletcher, on May 31. Once the report is received, federal and state governments will then have to decide their joint course of action. It is not known

when the report will be made public. ACCM and a great many parents are hoping for a change to an age-based classification system that provides more support to parents trying to choose age-appropriate films and games for their children. ACCM has prepared a summary of its submission and you can find it below.

[Read our submission here](#)



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editorial

review an opportunity to put the microscope on children-targeted ads

PROF ELIZABETH HANDSLEY
THE AUSTRALIAN COUNCIL ON CHILDREN AND THE MEDIA
PRESIDENT

The Australian Association of National Advertisers (AANA) has announced a review of its Food and Beverages Advertising and Marketing Communications Code (FBC), with the release of a Discussion Paper last month and submissions due on 12 June. In an ideal world, this would be the opportunity to sweep away the major problems with the AANA Codes, and the FBC in particular, for example the exclusion of product labelling and packaging from the ad restrictions, and the cluttered and confusing nature of the space that the FBC shares with as Practice Note, the Quick Service Restaurant Initiative and the Australian Food and Grocery Council Initiative. ACCM is also a long-standing critic of the narrow definition of advertising to children, which requires both that the ad appear to be aimed at primarily at children and that the product be one targeted toward, and of principal appeal to, children. This describes only a tiny amount of the advertising that children see, and are influenced by. Another major issue from our perspective is the non-enforceability of findings under the AANA's Codes (however much the bodies involved like to claim that they have an impact on advertiser behaviour). As you would expect, the Discussion Paper focusses attention on certain issues for the review. It is pleasing to see that they are encouraging discussion of the relationship between the FBC and the two Initiatives, asking the question, 'Should the F&B Code incorporate the



requirements of the RCMI and QSRI to create one over-arching Food and Beverage Code?' (p 9) Such a simplification could be a great help in a system that relies on consumer complaints, but we are also well aware that simplification can be code for 'race to the bottom', as the review irons out issues about which definitions, inclusions and exclusions should be adopted for the over-arching code. ACCM's submission will be paying close attention to this, among other matters.

We have also become aware that not all interested parties are planning to make submissions; in fact some public health-based organisations are boycotting the process. This action is based on an expressed frustration with the self-regulatory system, and hope in possible future development of government regulation. ACCM shares this hope, but will make its submission and have quite a lot to say on the inherent flaws in self-regulation, as well as particular issues with the content and coverage of the FBC and related documents. ■

Prof Handsley is a Professor of Law and author of many papers on food advertising to children. She co-authored "Holding Food Companies Responsible for Unhealthy Food Marketing to Children: Can International Human Rights Instruments Provide a New Approach" published in the UNSW Law Journal (41 (2), 449-87) - which is critical of industry for producing weak standards created without public or external consultation.

Parenting during a pandemic

Uni SA lecturer Dr Lesley-anne Ey will present a webinar about how children's lives will change post COVID-19. The hour-long webinar will be hosted at 11am Adelaide time on Wednesday, June 3 and cover how carers parent during the pandemic and once restrictions are lifted.



Dr Ey, inset, lecturers in child development educational psychology in the Bachelor and Master of Teaching program. Before this, she taught in preschools and primary schools.

[Register here](#)

Helping parents find age-appropriate movies on demand

Streaming services aren't all that well designed, if parents are trying to choose age-appropriate movies for children.

It can be a real (un)lucky dip, so ACCM has been working to compile some lists that can help you locate where a particular movie might be found, and which age group it might suit. Check out our new page below, including our series of filmed movie reviews with Martha and Daniela

[See our new Choosing for Children: a Guide to Moives here](#)

Tor-Vines, Victoria
Television program ratings and informed audiences
 PROFESIONAL DE LA INFORMACION 29 92) MAR-APR 2020

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 International Journal of Environmental Research and Public Health 17(7), 2216 2020,

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See, Like, Share, Remember: Adolescents' Responses to Unhealthy-, Healthy- and Non-Food Advertising in Social Media
 INTERNATIONAL JOURNAL OF ENVIRONMENTAL RESEARCH AND PUBLIC HEALTH 17(7) APR 2020

world news

Advocacy group says TikTok violated FTC consent decree and children's privacy rules

US | REUTERS

A group of privacy advocacy organizations is filing a complaint with the Federal Trade Commission on Thursday alleging that the popular app TikTok violated a consent decree and a law protecting children's privacy online.

The Center for Digital Democracy, Campaign for a Commercial-Free Childhood and others said TikTok had

failed to take down all videos made by children under the age of 13, as it agreed to do under a consent agreement with the FTC.

[Read more](#)

The ninth-annual Asian Animation Summit is moving forward as a live event that's scheduled to take place in Bali, Indonesia from November 18 to 20. Register now to discover Asia-Pacific's best new kids animation

Association of early-life social and digital media experiences with development of Autism Spectrum Disorder-like symptoms

US | JAMA NETWORK

Paper talks about a 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

[Read more](#)

Ludo Studio prepares to mark *Bluey* milestone

AUS | IF MAGAZINE

Ludo Studio has a lot to celebrate as it gets ready to deliver the 100th episode of global hit *Bluey* on July 10.

In addition, pre-production is underway on the second season of animated comedy *The Strange Chores* for the ABC, a co-production with Colin South's Media World Pictures.

Writer-director Dylan River is in Alice Springs scripting *Thou Shalt Not Kill*, a prequel to SBS's *Robbie Hood* with producer Tanith Glynn-Maloney.

And Ludo Studio's Daley Pearson, who co-founded the Brisbane-based company with Charlie Aspinwall and Nick Boshier is developing *Petey*, a live action sci-fi comedy feature with Screen Australia's support.

Pearson and producer Sam Moor gave an update on their slate in a webinar with Screen Producers Australia CEO Matt Deaner last Friday, followed by Daley's interview with IF.

Nearly 50 animators and staff have continued working at Ludo Studio, most remotely. Four teams of three have been crafting *Bluey*, including skeleton crew in the studio.

Given the easing of restrictions in Queensland, the studio-based cohort increases to 10 today and Moor expects that to grow to 20 in the next few weeks.

Ten 7 minute episodes have been delivered to joint commissioners the ABC and BBC Studios during the lockdown followed by a further five this Friday.

[Read more](#)

Jonathan Shiff; a mind of magical things

AUS | aap, 7NEWS

Hollywood careers of some of our most famous actors might never have taken off if it wasn't for world-leading children's TV producer Jonathan Shiff.

With a successful career spanning 32 years bringing cutting-edge, fantasy-based adventures to life for millions of children worldwide, Shiff played a significant role in launching the careers of actors Margot Robbie, Liam Hemsworth, Phoebe Tonkin,

Claire Holt, and actor-turned-director Jeffrey Walker.

However, according to Shiff (inset, below), perhaps the biggest discovery he has 'cast' is Queensland's Gold Coast.



"The Gold Coast has an extraordinary amalgam of locations.

"You have the ocean, the Broadwater, the canals, Tambourine Mountain, and the hinterland," says Shiff, whose productions include *The Bureau of Magical Things*, *Mako Mermaids*, *Reef Doctors*, *The Elephant Princess*, *H2O - Just Add Water* and *Ocean Girl*.

"The Gold Coast offers the ideal tween/teen TV lifestyle - the cafes, schools, parks, the beaches - all of this sunny Australian Gold Coast lifestyle is hugely appealing. It's the envy of the world."

[Read more](#)

Patricia Hidalgo to lead BBC Children's

UK | kidscreen

BBC has tapped Patricia Hidalgo to lead its kids content efforts as the new director of children's and education. Replacing long-time director Alice Webb, who left the position in April, Hidalgo will start in the role in September. BBC's head of business, Sophy Jacob, is serving as interim director until then.



In her new role, Hidalgo (inset, above) will be responsible for developing and implementing the creative strategy for BBC's kids division. She will also head up BBC's kidsnets CBeebies and CBBC, and the pubcaster's education department.

[Read more](#)

How to move beyond tokenism in kids TV

AUS | kidscreen

In April 1968, Harriett Glickman, a mother and former school teacher, wrote Charles Schulz to encourage the addition of a Black character to his "Peanuts" comic strip. The story of Glickman's interactions with

Schulz were recounted upon her death in March of this year. Schulz liked the idea but had reservations. He worried how a Black character would be received.

[Read more](#)

Fifty best streaming documentaries to watch as a family

US | weareteachers.com

Streaming television has become one of our greatest resources these days, and the options available are really amazing. Take a break from the sitcom reruns and tune in to some of these educational documentaries to watch as a family. They're just as entertaining, and help make screen time worthwhile.

Note: The ratings for these documentaries to watch as a family are provided by the streaming services themselves, but parents should of course use their own judgment when choosing shows for family viewing.

[See list here](#)

Problematic internet use in children and adolescents: Associations with psychiatric disorders and impairment

US | BMC

Problematic internet use is of growing concern, particularly in the young population. In this blog, the authors of a study published today in *BMC Psychiatry* discuss their research which examines the association of problematic internet use with mental health disorders and functional impairment.

[News story](#)
[Research](#)

Movie-related products still hit stores despite film delays

CA | CTV

Hollywood pressed pause on releasing most major films in theatres to combat the coronavirus outbreak, but that hasn't necessarily been the case for toys and merchandise related to those movies.

Despite film delays, toy production and gaming companies are often staying on schedule, releasing a variety of products tied to major titles from "Black Widow" to "Minions: The Rise of Gru" in hopes of weathering through the pandemic.

[Read more](#)