News Digest of Australian Council on Children and the Media (incorporating Young Media Australia) ISSN: 0817-8224





First published 1986 Issue No.374 MAY 2020

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,

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.

2020.

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 <u>discussion paper has also been released</u> 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

[Page 2]



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



small screen

issue 374 - May 2020

at the beginning of each month and reports on the events of the previous month 11 issues per year

> 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

No part of this publication may be reproduced without permission of the Editor

Contributions are welcome.

CONTENTS

EDITORIAL NEW PUBLICATIONS 3 -WORLD NEWS 3/4 -

CONTACT US

Editor: Barbara Biggins OAM Compiler: Kurtis Eichler Editorial Board: Barbara Biggins, Judy Bundy, Elizabeth Handsley.

Address: PO Box 1240 Glenelg South South Australia 5045 Email: info@childrenandmedia.

Website: www.childrenandmedia.

Telephone: +61 8 8376 2111

ACCM acknowledges support from



ACCM's website is designed by



Click to donate

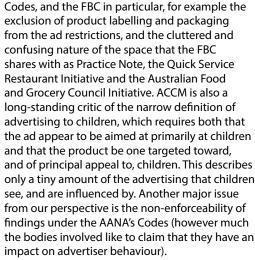


editorial

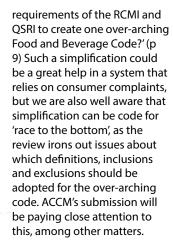
review an opportunity to put the microscope on children-targeted ads

PROF FLIZABETH **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



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 guestion, 'Should the F&B Code incorporate the



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 guite 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 ageappropriate 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

May 2020 p2 small screen

new publications

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

Hunter, R Association Between Social Networks and Subjective Well-Being in Adolescents: A Systematic review YOUTH & SOCIETY MAY 2020

Emond, JA Household chaos: a risk factor for adverse child outcomes gains attention in public health BMC PUBLIC HEALTH 20 (1) MAY 1

Suggate, SP, Martzog, P Screen-time influences children's mental imagery performance DEVELOPMENTAL SCIENCE MAY 2020

Huang, LH et al Screen Exposure during Early Life and the Increased Risk of Astigmatism

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

Wiggers, D et al An experimental study on perceptions of energy drink ads among youth and young adults in Canada APPETITE Vol 146 Mar 1 2020

Lin, YY; Lee, WT; Yang, HL; Weng, WC; Lee, CC; Jeng, SF; Tsai, SY Screen time exposure and altered sleep in young children with

epilepsy JOURNAL OF NURSING SCHOLARSHIP MAY 2020

Uhls, YT; Broome, J; Levi, S; Szczepanski-Beavers, J; Greenfield, P Mobile technologies and their relationship to children's ability to read nonverbal emotional cues: a cross-temporal comparison CYBERPSYCHOLOGY BEHAVIOR AND SOCIAL NETWORKING APR 2020

Kim, RY; Moroi, MK; Brawley, A; Poley, M; King, TS; Olympia, R Themes in superhero-based television shows: an opportunity for the development of children and adolescents through co-viewing and active mediation CUREUS MAY 5 2020 VL 12 (5)

Webster, EK; Staiano, AE
Extended heavy television viewing
may impact weight long term in
adolescents
JOURNAL OF ADOLESCENT
HEALTH MAY 2020 VL 66 (5) 517-

Te'Eni-Harari, T; Eyal, K The role of food advertising in adolescents' nutritional health socialization HEALTH COMMUNICATION JUN 6 2020 VL 35 (7) 882-893

Yar, M
Protecting children from internet
pornography? A critical assessment
of statutory age verification and its
enforcement in the UK
POLICING-AN INTERNATIONAL
JOURNAL OF POLICE STRATEGIES
& MANAGEMENT 2020 VL 43 (1)

183-197

Buda, G et al Possible Effects of Social Media Use on Adolescent Health Behaviors and Perceptions PSYCHOLOGICAL REPORTS May 20

Fleming-Milici, F, Harris, JL Adolescents? engagement with unhealthy food and beverage brands on social media APPETITE Vol 146 MAR 1 2020

Bradbury, Kelly M. et al Electronic device use and beverage related sugar and caffeine intake in US adolescents PLOS ONE 14(10) OCT 22 2019

Murphy, G et al 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

small screen May 2020 p3

world news cont.

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 Oueensland'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, H20 - 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 $\ensuremath{\mathsf{TV}}$

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

small screen May 2020 p4