



11 May 10

## **MEDIA RELEASE**

### **CHRISTINE'S LATEST MUSIC VIDEO CLIP – WHAT NEXT?!**

Controversy over the recently released 'must be over 18 to view' video clip of Christine Aguilera continues.

Julie Gale, Founding Director of lobby group Kids Free 2B Kids said "Ms Aguilera's video clip consists of dominatrix, sado-masochistic imagery that many parents may not consider appropriate for their children or young teens. It is laughable that the 'protection' against children accessing this material on the internet consists of a simple questionnaire in which the child must give a birth date demonstrating that they are over 18. The portability of internet access means that parents will have very little opportunity to monitor what their young teens are viewing, let alone explain how such content fits with their own family's values."

Ms Gale said the issue of sexualised music video clips was one of continuing concern to parents, with clips with strong content continuing to be shown in music video shows on TV, and highly accessible to children. She challenged broadcasters to show how they were behaving responsibly.

Professor Liz Handsley, Professor of Law at Flinders University and ACCM Vice President, agreed echoed Ms Gale's concerns: "The recommendations of the recent Senate Inquiry, which were based on warnings from child development professionals and compelling evidence about the impacts of sexualised imagery on children and young people, have consistently been ignored by broadcasters and government. It is time for governments to heed the groundswell of public opinion on this issue and admit that self-regulation by the industry is not working."

Ms Gale and Prof Handsley will be speaking at a seminar entitled *Bratz, Britney and Bralettes* being conducted by Kids Free 2B Kids (KF2BK) and the Australian Council on Children and the Media (ACCM) in Adelaide on 13 May 2010. They will be joined by well known author Michael Carr-Gregg, psychologist Rita Princi and the Anglican Archbishop of Adelaide Dr Jeffrey Driver. For more details go to the ACCM website [www.childrenandmedia.org.au](http://www.childrenandmedia.org.au) or for quick last minute registration call (08) 8376 2111.

The Kids Free 2B Kids / ACCM Alliance was formed due to the commonality of aims of the two organisations in respect of the issue of sexualisation of children in the media. Kids Free 2B Kids is a group of Australians concerned about the increasing sexualisation of kids in the media, advertising, and clothing industries. It was founded in February 2007 by Melbourne mother of two, Julie Gale, with support from other parents. ACCM is a unique national community organisation with a strong interest and expertise in the role that media experiences play in the development of Australian children. Parents, caregivers and the general community can access information and advice about the impact of the media on children by calling the Children and Media Helpline (1800 700 357, national, freecall, 24/7) or visiting the ACCM Website ([www.youngmedia.org.au](http://www.youngmedia.org.au)).

*For more information or to arrange an interview, please call*

*Julie Gale on 0412 922 253, or  
Liz Handsley on (08) 8201 5256*