

Influencing the big picture is important

While it is urgent to comment on individual happenings in the media, it is also important to tackle issues at their heart – to examine philosophies underlying certain practices and problems.

These broad issues can and should be brought to the attention of relevant politicians. Remember, radio, television, films, video games and videos are essentially Federal issues.

Some of the best opportunities arise when a regulatory agency, or media industry body, holds an Inquiry into specific issues, such as Violence on Television, or a review of the children's television Standards. Then there is usually wide ranging consultation and opportunity for well-researched submissions to canvass the basis of particular media regulatory approaches.

Keep your eyes on the newspaper advertisements for such occasions. Or link up with a well-informed community group which will let you know about them.

other free YMA brochures

Does media violence hurt your children?

An introduction to YMA

Shaping your media environment

Advertising and children

Violence on television

Using television sensibly

Television, videos and grandchildren

For kid's eyes only

Further information about YMA services and resources is available from

YOUNG MEDIA AUSTRALIA

PO Box 447
Glenelg 5045 South Australia

Tel: (08) 8376 2111

Fax: (08) 8376 2122

Children and the media: Let's Talk
YMA Helpline: **1800 700 357** (freecall)
E-mail: info@youngmedia.org.au
Web: www.youngmedia.org.au

Young Media Australia (YMA) exists to promote a quality media environment for Australian children and to raise community awareness of the needs of children and young people in relation to print, electronic and screen based media.

Young Media Australia is the trading name of the Australian Council on Children and the Media.

ABN: 16 005 214 531

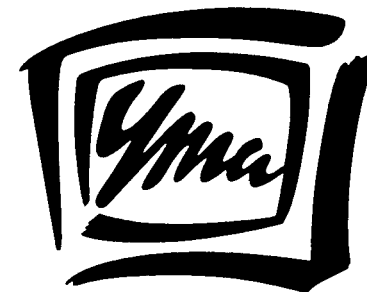
small screen

interested in children's media issues?

- News
- Hot topics
 - media violence, advertising, children and the Internet, computer games
- Views
- Reviews
- Coming events
- Press clippings
- New publications

Annual subscription is \$60.50 (10% GST inc) (\$66 overseas) or join YMA and subscribe automatically in hard copy or on-line.

Shaping your media environment



Young Media Australia

www.youngmedia.org.au
info@youngmedia.org.au

updated brochure January 2003

Shaping your media environment

how to talk back . . .

to your TV set, radio, cinema screen, video, newspaper, computer game or the Internet

You don't have to be a passive viewer, reader or listener. You can play an active part in improving the output of all our media services by making your views known where it counts. Don't just wish someone else would do something, do it yourself. But remember the five Ps when you contact a media service.

- **prompt**

Have your say very soon after the event. There are time limits for the lodgment of comments with some services. Don't put it off – you may end up not doing in at all.

- **precise**

Name the time, date, place, media outlet and programme as precisely as you can. Statements such as "there's too much violence" on TV are not enough.

- **persuasive**

Back up your views with reference to relevant research, or to relevant media standards, regulation or codes (which may appear to have been breached). There's nothing as persuasive as evidence that an existing requirement has been breached. (For in-depth information, see YMA's *Talking Back: information for media consumers*.)

- **polite**

Present your case constructively and firmly

- **persistent**

The answer you receive may take a long time, and it may not satisfy you. Write again and restate your case if you believe the response is insufficient.

relevant media agencies

- **for television and radio**

Direct your complaints in the first instance to the relevant channel or station. If you do not receive an answer in 60 days, or receive an unsatisfactory response, you can take the matter to the Australian Broadcasting Authority (ABA). It aids your case significantly if you can relate your comment to an existing code. You can obtain these programme and advertising codes of practice from the ABC, SBS, FACTS, ABA, the Federation of Australian Radio Broadcasters (FARB) and from Young Media Australia.

- **for print media matters**

Direct your comments to the Editor of the publication concerned. If the matter concerns the ethics of the journalist(s) involved, you can also write to the Media, Entertainment and Arts Alliance (State Branch). There is a Code of Ethics – write and ask for a copy.

- **for cinema, videos and computer or video games**

If you are concerned about a classification given to one of these, write to the Office of Film and Literature Classification. If you are concerned about the screening of unsuitable trailers at cinemas or on videos, or about the efficacy of legislation in regard to the protection of minors in cinemas, computer software or video shops, write to the Attorney-General in your State.

- **also**

Send a copy of your concern/complaint to Young Media Australia, PO Box 447 Glenelg SA 5045

useful addresses

- **Australian Association of National Advertisers**
Suite 2, Level 5, 99 Elizabeth Street, Sydney NSW 2000
02 9221 8088
- **Advertising Claims Board**
Suite 2, Level 5, 99 Elizabeth Street, Sydney NSW 2000
029233 8874
- **Advertising Standards Board**
Suite 2, Level 5, 99 Elizabeth Street, Sydney NSW 2000
029233 8874
- **Australian Broadcasting Authority**
The Manager, P O Box Q500,
Queen Victoria Building, Sydney NSW 2000
1800 22 6667
- **Australian Broadcasting Corporation**
The Community Relations Office
G P O Box 9994, Sydney NSW 2001
02 9333 1500
- **Young Media Australia**
PO Box 447 Glenelg SA 5045
08 8376 2111
- **Commercial TV Australia**
The Manager
44 Avenue Road, Mosman NSW 2088
02 9960 2622
- **Office of Film and Literature Classification**
The Director
Locked Bag 3, Haymarket NSW 2000
02 9289 7100
- **Special Broadcasting Service (SBS)**
14 Herbert Street, Artarmon NSW 2064
02 9430 2828
- **Commercial Radio Australia**
Level 5, 88 Foveaux Street, Surry Hills NSW 2010
02 9906 5944