



The media as sex educators?

In its policy statement, *Sexuality, Contraception, and the Media*, released recently, the American Academy of Pediatrics calls for a national task force on children, adolescents, and the media, and advocates for comprehensive sex education.

From a health viewpoint, early sexual activity among US adolescents is seen as a potential problem because of the risk of pregnancy and sexually transmitted infections. New evidence points to the media adolescents use frequently, including television, music, movies, magazines, and the Internet as important factors in the initiation of sexual intercourse.

In their policy statement the authors highlight the negative impacts of TV and media on the sexual behavior of children and teenagers. They point out that there is “a major disconnect between what mainstream media portray—casual sex and sexuality with no consequences—and what children and teenagers need—straightforward information about human sexuality and the need for contraception when having sex.

They found that “more than 75% of prime-time programs contain sexual content, yet only 14% of sexual incidents mention any risks or responsibilities of sexual activity” – and increased sexual content and sexual suggestiveness in music, movies, television shows, teen magazines, the Internet, social networking web sites, and advertisements.

Lead author Victor C. Strasburger, MD sees opportunity for positive impact, noting “The media can be powerful vehicles for sexual health education.” The report gives a number of examples of television programmes and campaigns which have had positive results.

The report suggests a number of ways that the media can be used for educating young people and urges paediatricians to put pressure on media organisations to act in socially responsible ways.

The full policy statement can be found at

<http://pediatrics.aappublications.org/cgi/reprint/peds.2010-1544v1>

ACMA finds ABC wrongly classified *The Proposition*

Following a submission from the Australian Council on Children and the Media the Australian Communications and Media Authority (“ACMA”) found (13 September 2010) that “ABC breaches its code of practice by incorrectly classifying *The Proposition* as M”

The investigation by ACMA found that the ABC incorrectly broadcast the Australian film *The Proposition* as M [at 8.30pm] despite it containing frequent and realistic scenes of violence.

While the ABC argued that depictions of violence in the film were neither detailed nor prolonged and made use of editing techniques to minimise the detail ACMA Chairman, Chris Chapman stated that

‘In this instance, the ABC did not go far enough to modify *The Proposition* from its cinematic release—classified MA 15+—so as to be suitable for classification and broadcast as M.’

The ACMA Investigation Report found that the cumulative effect of violence throughout *The Proposition* was such that the film’s “intense treatment of violence cannot be accommodated at the M classification”

The ABC has indicated it will ensure any future broadcasts of the film will be televised with an MA15+ classification. It will also provide a copy of ACMA’s final investigation report to its classification staff as part of training sessions.

Investigation report no: 2409 can be found on the ACMA website at http://www.acma.gov.au/WEB/STANDARD/pc=PC_312276

The ACCM complaint to the ABC, ABC response and additional report sent by ACCM can be found on our website at

http://www.youngmedia.org.au/pdf/Submissions/accm_submission_abc_proposition_2010feb.pdf

Media use and sleep - A review of research

Researchers at Flinders University in South Australia have conducted a review of 36 studies into the relationship between sleep and electronic media use in children and adolescents. Media looked at in these studies included television, computers, games, internet, mobile phones and music.

The consensus from these studies was that the use of electronic media does have a negative impact on children’s sleep. The most consistent results regarded delayed bedtime and shorter total sleep.

Mechanisms proposed for the impact of media on sleep quality or quantity include

- media use directly replacing sleep, or activities which promote sleep
- media use causing children to become physically aroused so making relaxation and sleep more difficult
- bright light from screens suppressing melatonin and thus delaying circadian rhythms
- electromagnetic radiation from phones changing sleep architecture

The authors suggest that further research into possible mechanisms is needed. They hope that guidelines for duration and timing of media use will be developed and suggest that in the meantime parents should be urged to discourage media use at bedtime and be made aware of the negative effects of having electronic devices in bedrooms.

Cain, N: Gradisar, M (2010).

Electronic media use and sleep in school-aged children and adolescents: A review. *Sleep Medicine*, 11, 735-742.

AANA Code of Ethics Review - 2010

The Australian Association of Advertisers is reviewing the voluntary, self-regulatory codes that articulate standards for conduct by Australian advertisers.

AANA invites submissions from all interested parties and a Discussion Paper is available on their website.

More information:

<http://aana.com.au/CodeofEthicsReview2010.htm>



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small screen

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EDITORIAL

Film trailers that ambush your choices

So you're taking your children or grandchildren to the pictures during the school holidays. You've checked out the content of the film with ACCM's *Know Before You Go* movie review service. You've settled down for a happy family outing.

Suddenly you're confronted by a trailer for a movie with content that's not like the one you've chosen- it may be violent, scary or just too adult. This can happen despite the rules which do not permit the screening of trailers of films with a classification higher than the main feature.

If this happens to you, don't just grumble, tell someone- the ACCM, the cinema manager, or the Classification Board.

Complaints do work.

What's on offer for the holidays?

Once again it will be difficult to find a film suitable for the whole family in the coming school holidays. A number of films aimed at children have recently been released and of these only one has a G rating.

According to Australian Council on Children and the Media reviewers, all these films, including the one rated G, have violent and scary scenes that make them unsuitable for young children.

Films aimed at younger children, with Classification Board ratings and ACCM guidelines include:

- *Cats and Dogs: The revenge of Kitty Galore*. Rated G by the Classification Board but found by the ACCM reviewer to be too violent and scary for under 5s with parental guidance recommended to 8.
- *The Sorcerer's Apprentice* (PG) Not recommended by ACCM under 10, PG to 13 (Violence; scary scenes)
- *Despicable Me* (PG) Not recommended by ACCM under 5, PG to 10 (Violence, Disturbing scenes)
- *Furry Vengeance* (PG) Not recommended by ACCM under 5, PG to 10 (Violence, Scary scenes)

Parents should also be aware that the film *Tomorrow when the war began* which is based on a popular John Marsden book is likely to attract younger teens who are familiar with the book, but is rated M and not recommended by ACCM for children under 15 due to violence, disturbing scenes, drug use, and coarse language

To read the ACCM *Know Before You Go* reviews of these films go to our website at

http://www.youngmedia.org.au/mediachildren/07_04_choose_films.htm

For your benefit, here are the rules:

Film advertising (trailers) for a classified film can only be publicly exhibited with a feature film of the same or higher classification.

That is film advertising for :

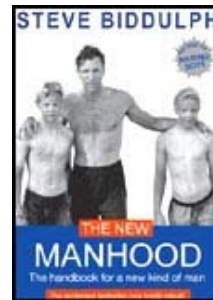
- G films can be screened with all films
- PG films can only be screened with PG, M, MA 15+ or R 18+ films
- M films only with M, MA 15+ or R 18+ films
- MA 15+ films only with MA 15+ or R 18+ films
- R 18+ films only with R 18+ or X18+ films.



Barbara Biggins
OAM
Hon CEO

A new book from Steve Biddulph

Steve Biddulph has announced the release of *The New Manhood* - a complete replacement for the book *Manhood* which he wrote 20 years ago).



According to Steve, "it is a much deeper book and is full of new stories, perspectives, and challenges to men to stand at

their full height". It aims to be a life guide for men, as well as for women wanting to understand men better, and for parents wanting to help their sons into adulthood.

Steve Biddulph explores the elements of a man's life that often cause unhappiness, emptiness or frustration. Love, sex, marriage, raising children, friendship, spirituality and finding your true work are amongst many subjects covered.

The author states that the core message of his book is about "shifting from being a boy-in-a-man's body to being an authentic fully alive man. More purposeful, more loving, and acting for the common good....(It is) my best effort to change the world by changing men, awaking them to be active in the fight to stop climate change and build a post-consumer society".

Steve welcomes reader feedback by email to dpforest@bigpond.com

The book is published by Finch Publishing and available for \$29.95 at bookshops or online from The Constant Reader at <http://www.constantreader.com.au>

Ed. note: Steve Biddulph is one of ACCM's patrons

Clips 'n' Cuts

small screen no. 267 August 2010

Guides want airbrush alerts

LONDON: Airbrushed images of models and celebrities should be labelled to ease the pressures on young women to have the perfect figure, thousands of Guides have demanded.

More than 20,000 girls have signed a petition urging Prime Minister David Cameron to intervene and force magazines to tell readers when photographs have been digitally enhanced. They say that airbrushing is undermining the self-confidence of an entire generation.

Their petition follows research conducted by Girlguiding UK, which found that 42 per cent of girls aged 11-16 admitted dieting or cutting down on certain foods to improve their figures. The research also found that half of those aged 16-21 would have surgery to improve their looks.

The Guides, which has 700,000 members in Britain, is the biggest organisation so far to support growing criticism of the use of doctored photographs.

THE TIMES

The Australian, 5 August 2010

Web data will haunt teenagers

INTERNET giant Google has sparked a fiery privacy debate, claiming future teenagers will need to change their names when they reach adulthood to escape embarrassing online pasts.

Google CEO Eric Schmidt said the company knew "roughly who you are, roughly what you care about, roughly who your friends are" and the implications of sharing that information could be severe.

Deakin University communications lecturer Ross Monaghan said the announcement was ironic because online service providers like Google were "not doing enough to protect privacy because it is in their best interests to collect information about us" for marketing purposes.

He added new technology would make it harder to hide web information.

The Advertiser, 21 August 2010

Future shock for users of social networks

ROSA SILVERMAN
LONDON

ALL young people will eventually be allowed to automatically change their name on reaching adulthood to escape their online past, Google boss Eric Schmidt has predicted.

As hundreds of millions of web users worldwide divulge increasing amounts of personal information on social networking and other sites, the search engine's chief executive warned they may not be aware of the consequences.

He told the *Wall Street Journal*: "I don't believe society understands what happens when everything is available, knowable and recorded by everyone all the time."

He added: "I mean we really have to think about these things as a society. I'm not even talking about the really terrible stuff, terrorism and access to evil things."

But far from coming out as a social media sceptic, he described social networking site Facebook as a "company of consequence" and predicted one or two other major players would show up in the near future.

Google itself has a wealth of data on web users, handling billions of emails through Gmail and myriad images of people's houses through Google Street View, as well as the information it has on online searches.

Mr Schmidt forecast that the future of Google would rely on the company storing more and more personal information about its users.

This may help Google tell users what they should be doing next, he suggested. One idea for the future is that more searches are done on the user's behalf without them needing to type. - PA

The Advertiser, 19 August 2010

Behind the times with net safety

AUSTRALIA is five years behind the rest of the world in tackling issues of cyber safety, especially among children, a leading internet safety consultant says.

Melbourne-based founder of Cyber Safe Kids Robyn Treyvaud said the issue of appropriate and responsible behaviour online had not properly been addressed, with a federal committee investigation now stalled.

Ms Treyvaud, in Adelaide for workshops with the Annesley College school community, said the Government had not shown enough initiative in understanding "responsible digital citizenship".

She added that the Joint Select Committee on Cyber



CANDICE KELLER

Safety had just scraped the surface of the issue.

"They need to do more listening. We've had this committee set up, which received more than 100 submissions and hosted meetings around the country. Now it's on hold until after the election it seems," Ms Treyvaud said.

"We can only hope that when the next government is elected they will put this up front and consider it to be a very, very important

issue." Ms Treyvaud said it was a "tough gig" for schools and parents to keep up with advancements in the technological realm.

The first step was to consider the internet a "place where kids hang out and socialise", she said.

Through her specialist workshops, Ms Treyvaud encourages people to consider the digital footprint internet users leave behind.

Annesley Year 9 student Vanessa said it was an important lesson for all internet users.

"You have to be really careful of what you do online because whatever you do will always be there for employers to read and people to Google," she said.

The Advertiser, 7 August 2010

Facebook furores

Crime fear as gangs log on

FACEBOOK is at the centre of a new privacy controversy because it has introduced a feature which tracks the location of users.

The application, called Facebook Places, uses satellite-tracking technology to allow people to pinpoint their location and share the information with friends.

But critics said it left users open to the risk of burglary, stalking and harassment.

They also said that many users did not fully understand the site's privacy options and had no idea of the dangers.

The service is now only available in the US but the feature will go worldwide.

Facebook is also being used as a tool to attack rivals in Adelaide's gang war.

A New Boys member has been taunting the Hells Angels on his Facebook page, calling them "dogs" and threatening further violence against them.

The outlaw motorcycle club and street gang have been involved in a violent feud, believed to have started after a disagreement between a fully patched Hells Angels member and the New Boys leader.

Public bashings, stabbings

and drive-by shootings have been a regular occurrence in the past year. The latest taunts show the animosity between the two groups is showing no sign of abating.

"Strength lies not in defence but in attack", "Hells Angels Are Dogs", and "yes to violence against the Hells Angels", the New Boys member wrote.

Several other alleged gang members also have written on the site, saying "These chicken heads are going to get plucked very soon". Other comments on the Facebook site allude to two Hells Angels associates who were killed when a car bomb exploded.

The man has also been in contact with associates of the Mongol outlaw motorcycle club - a rival of the Hells Angels based in the US.

The gang also has a members-only Facebook site which says their gang is about "family, friends, and brothers".

However, the United Motorcycle Council said it was not aware of any "adverse commentary". "Perhaps the authorities are the only ones that benefit from the information gleaned from those (Facebook) sites," a spokesman said.

The Advertiser, 21 August 2010

Kids have opening to cast votes

AUSTRALIAN children will get the chance to vote in an entirely different election this month - the Nickelodeon Kids' Choice Awards 2010.

Teen heart-throb Justin Bieber, *Twilight* stars Kristen Stewart and Robert Pattinson, Miley Cyrus and *MasterChef* finalists Adam Liaw, right, and Callum Hane have been nominated for the awards in Sydney on October 8.

The awards, held in Melbourne for the past two years, will return to Sydney's Entertainment Centre.

The Advertiser, 16 August 2010



Parents to get magazine for 0-5s

The Australian, 2 August 2010



LEADER Community Newspapers (part of News Limited, which also owns *The Australian*) is this week launching a free parenting magazine in Melbourne called *Nurture*.

The 130,000 print run will be split between two monthly editions containing localised content for the southeast and north-west areas of Melbourne. *Nurture* will be distributed through child health centres, kindergartens, childcare centres, pharmacies and GPs, aimed primarily at mothers of children aged 0-5. If successful, the title could be rolled out nationally.

Kids hooked, now retail looks to chick flicks

A Julia Roberts movie is the vehicle for a new approach to merchandising

LAUREN A E. SCHUKER
MARKETING

MOVIES such as *Toy Story* and *Shrek* can spawn entire ecosystems of toys, clothes and even snacks aimed at kids.

Now, taking a page from the Disney playbook, Sony Pictures has enlisted HSN - formerly known as the Home Shopping Network - to deploy a similar strategy for a different kind of movie: the chick flick.

In the run-up to next week's release of *Eat, Pray, Love*, the movie adaptation of Elizabeth Gilbert's bestseller, HSN is staging a three-day shopping event beginning

today. It will showcase more than 400 products, including jewellery, clothing, cookware and furnishings, inspired by Italy, India and Bali, where the story's protagonist goes on a journey of self-discovery.

The effort is an attempt to resolve two problems facing Hollywood. With DVD sales dropping, studios need to find other revenue streams. And even as box-office sales have surged in the past two years, a key demographic has stayed home - adult women, who have little interest in the 3D action films that have powered the box-office resurgence.

Last October, HSN executives met with Sony Pictures to pitch the idea, which involved HSN using the *Eat, Pray, Love* brand to sell products in exchange for promoting the movie.

George Leon, who oversees global consumer marketing for

Sony, said the shopping network, with its approximately 5 million mostly female active customers, dovetailed naturally with the movie's marketing ambitions.

Some of the tie-ins are being marketed as part of a product line called Easy Exotic, a collection of spices, teas and kitchenware from cooking show host Padma Lakshmi.

In addition, Indian designer Naeem Khan, who has dressed Michelle Obama, has developed an exclusive apparel collection. His wife designed high-fashion prayer beads to match. Italian jewellery designer Amedeo Scognamiglio has developed a special collection of bracelets and necklaces.

Sony will receive a cut of the sales from certain merchandise, but executives say the main benefit to the studio is greater awareness of its movie among viewers

of HSN, which reaches about 95 million US homes.

"When you have access to so many women, you are like gold in Hollywood," says Elaine Goldsmith-Thomas, a Hollywood producer who introduced HSN chief executive Mindy Grossman to the studio but was not otherwise involved with *Eat, Pray, Love*.

"We are trying to significantly broaden our scope by collaborating with others who tell stories that have a very big impact," says Ms Grossman, who came to HSN from Nike.

"And who better than Hollywood, really, has the capacity for large-scale storytelling?"

The *Eat, Pray, Love* partnership was the brainchild of Ms Grossman, a veteran retail executive, and will become HSN's first foray into entertainment. HSN hopes the move will help make its products more appealing to women in-

terested in glamour, movies and celebrity.

Though it stars Julia Roberts, *Eat, Pray, Love* is far from a sure thing. This year's *Sex and the City 2* failed to capitalise on built-in marketing hooks of its own, and grossed just over \$US95 million (\$104m) domestically - far short of the first movie's haul of nearly \$US153m.

For years, ancillary revenue streams such as DVDs have propped up the Hollywood studios, but as those markets have faltered in recent years the major studios are desperate for new strategies to help fill in the gap.

While toys and animated movies go together, the challenge is greater for films aimed at adult women. Even with diminishing audiences, other studios have not typically entered such partnerships for their female-oriented movies.

The Australian, 6 August 2010

Apps to face censor, says ALP

MICHAEL BODEY
CLASSIFICATION

THE Labor Party has flagged it will shut down a major loophole in the mobile phone industry that has allowed games and applications to go online without any kind of classification.

Amid debate on internet and video game censorship, it has emerged that thousands of smartphone games and applications are being sold or distributed without going through a classification check, in contravention of the National Classification Scheme.

The largest distributor of smartphone applications, Apple, is bypassing millions of dollars in fees, as classification fees range from \$470 to \$2040 for computer games, costing the government revenue.

More than 220,000 applications are available in Australia for download.

At a conservative estimate, one-third of them are games, suggesting compliance costs would be in the millions.

A spokeswoman for Minister of Home Affairs Brendan O'Connor said he was "concerned about the classification of games playable on mobile telephones and had put the wheels in motion to address this with his state and territory counterparts".

Definitions of computer games under the Classification (Publications, Films and Computer Games) Act 1995 do not exclude games distributable or playable on mobile phones.

At the May meeting of the Standing Committee of Attorneys-General, it was requested that the classification of mobile phone games be considered out of session.

The issue was on the agenda of the Standing Committee of Attorneys-General meeting of state AGs and the Home Affairs Minister, which was postponed three weeks ago due to the election.

Media understands the issue will be raised at a separate meeting of state ministers overseeing classification in November, although most attention will focus on Mr O'Connor's expected announcement, if he and Labor are re-elected, on whether the Australian National Classification Scheme should include an R 18+ classification for computer games.

It is a legal requirement that films, computer games and some publications be classified before sale, but a loophole, or lack of awareness, means apps are being sold for use on smartphones such as the Apple iPhone without any censorship or guidance for users and parents.

Apple, which places its own non-binding ratings on applications and games, did not respond to Media.

Similarly, games industry representatives were coy, or unwilling to speak, about the loophole.

"It's one of a number of emerging issues that are coming out as the industry develops," said Simon Goodrich, president of the Australian Interactive Media Industry Association.

"It is a relatively new area and more checks and balances will come in as it grows."

The minister accepted there were "practical challenges for industry required to submit thousands of applications for classification and the Classification Board responsible for classifying these games".

mes developers have blithely broken the law and dodged hundreds of thousands of dollars in fees.

Individual fines for breaches of classification can reach \$25,000.

A stricter compliance regime is likely to shake the mobile download market.

And costs will likely be passed on to developers who will either raise prices or opt out of distributing uncommercial games.

The Australian, 16 August 2010

THE Australian Communications and Media Authority has set a technical standard to make parental locks a required feature of all digital TV receivers sold from February next year. The parental lock feature allows controlled access to programs based on their classification, such as G, PG, M or MA. The technical standard requires that the lock feature be available in domestic reception equipment, such as integrated digital TVs, set-top boxes and personal video recorders.

The Australian, 9 August 2010

Pizzas take salt cut for our health

JOHN ROLFE
SYDNEY

PIZZA Hut will cut salt levels in recipes by as much as 45 per cent next year, taking 35 tonnes of sodium out of Australian diets.

Australians eat nearly 20 million pizzas at Pizza Hut each year.

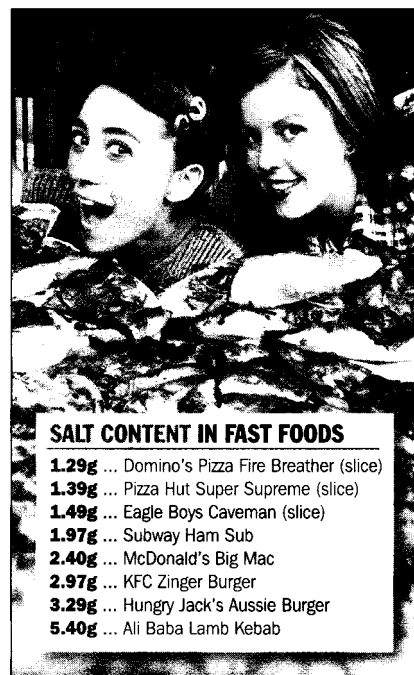
The company behind the chain, Yum Restaurants, has had a small group of consumers sample the healthier versions in its test kitchens.

Trials start in 10 NSW stores in November, with a roll-out early next year in 280 outlets nationally.

Salt levels in the reformulated offerings will fall by 20 to 45 per cent. Most will be in the meat-laden menu items, some of which contain up to 13g of salt - more than twice an adult's total recommended daily intake.

That is a significant win for health experts, who have been pushing fast-food chains to slash salt levels.

George Institute for International Health senior director Professor Bruce Neal said Australians needed to reduce their daily salt



SALT CONTENT IN FAST FOODS

1.29g ... Domino's Pizza Fire Breather (slice)
1.39g ... Pizza Hut Super Supreme (slice)
1.49g ... Eagle Boys Caveman (slice)
1.97g ... Subway Ham Sub
2.40g ... McDonald's Big Mac
2.97g ... KFC Zinger Burger
3.29g ... Hungry Jack's Aussie Burger
5.40g ... Ali Baba Lamb Kebab

intake from 9g to 6g. "You could reasonably expect to prevent 10 to 20 per cent of strokes and heart attacks if salt consumption was reduced by a third," he told a Fast Food Forum. "The great thing about reformulation is

you can do it by stealth."

This was important because many people would not choose healthy options from menus, he said. Many men would need "brain surgery" to choose salad over a burger.

The Advertiser, 20 August 2010

Bad week for . . .

KIDS glued to the television: they're prone to attention problems, a study online in *Pediatrics* shows. A group of parents and children recorded how much time the youngsters spent watching TV and playing video games during a 13-month period. The kids' teachers also recorded whether they had attention problems. Among the 1323 children, those who watched more TV and played more video games had greater attention problems. The same link was also seen in a smaller group of late adolescents and early adults.

Pediatrics
2010;doi:10.1542/peds.2009-1508
(Swing E, et al)

Weekend Australian, 14-15 August 2010

Smoking in children's movies angers critics

Amy Corderoy
HEALTH

PUBLIC health experts have demanded film classification rules be tightened after it was revealed that more than half the top-grossing movies for young people contain smoking.

Many children's films normalised and even glamourised smoking, the president of the Public Health Association, Mike Daube, said. "People don't think of cinemas as a venue for cigarette promotion but they are probably now one of the most important vehi-

cles through which smoking is promoted to kids."

The director of the Classification Board, Donald McDonald, said that it considered community standards on harm caused by "inappropriate" smoking or substance misuse when classifying films.

But Professor Daube said that since research showed repeated exposure to smoking increased the likelihood young people would smoke, the board should consider all smoking harmful for an under-age audience.

"I suspect that the classifica-

tion board have not moved with the times in terms of community standards on this," he said.

The US government public health agency the Centres for Disease Control and Prevention released a report last week which said 54 per cent of the top-grossing movies of 2009 rated PG-13 contained smoking.

When movies for even younger children were included, 39 per cent contained smoking.

Movies included *Disney's A Christmas Carol*, *Fantastic Mr Fox* and *Avatar*, said the report's co-author, Jonathan Polansky.

X-Men Origins: Wolverine also included smoking. Part of it was filmed in Australia, receiving a

'[Smoking in film is] a problem worthy of remedial action.'

Allison Salmon,
Cancer Council NSW

15 per cent government rebate on its costs.

Mr Polansky said governments

that are trying to discourage smoking should not give money to such films. "These subsidies are quite important to the studios ... they should be harmonised with public health goals," he said.

Young people who were heavily exposed to on-screen smoking were two to three times more likely to begin smoking than those lightly exposed, he said.

The chief executive of Action on Smoking and Health, Anne Jones, said tobacco companies had a long history of paying for product placements in children's entertainment. While they denied this

continued they were "not an industry that could be trusted".

Ms Jones said Australia should have tougher classification standards, compulsory anti-smoking advertisements before and after movies that contained smoking and should ban government assistance for films with smoking.

The manager of the Tobacco Control Unit of the Cancer Council NSW, Allison Salmon, said it was particular concerned that smoking was portrayed in movies to a much greater extent than it occurred in real life.

A survey conducted by the

Centre for Health Research & Psycho-oncology at the University of Newcastle found 63 per cent of respondents thought anti-smoking ads should be screened before movies containing smoking.

"The public considers smoking in film to be a problem worthy of remedial action," Ms Salmon said.

Mr McDonald said the classification code required the board to protect minors from material likely to cause harm but it was not its role to prevent movies "exploring the spectrum of human behaviour and experience".

Sydney Morning Herald, 23 August 2010

Artists put a face on the interactive jungle

The Weekend Australian, 28-29 August 2010



NATHAN RICHTER

A viewer puts herself in the picture in *You Were In My Dream*

AN animated video that puts the viewer's face into a fantasy story has won the \$75,000 National New Media Art Award, presented in Brisbane yesterday.

You Were In My Dream, by Melbourne-based artists Isobel Knowles and Van Sowerwine, is a custom-made box, like a photo booth, with a video screen on one side. The viewer sits in front of a face-sized hole in the front of the booth, which is a live-feed webcam projecting the viewer's face on to a character in the story.

By clicking on a mouse, the viewer activates the story, watching but also participating in a journey through a sometimes dangerous jungle, eating other animals, but also being eaten.

"It's like a nightmare," Knowles said, "or a fairy tale that is both familiar and weird, disturbing and addictive. There is something disembodying about

being both the observer and the observed."

The installation required the painstaking removal, frame by frame, of the head of the animated figure in the story.

"We tried to make it as simple as possible to use, so it's really just an old-fashioned point-and-click," Sowerwine said. "It's our reaction against cliched animation."

Queensland Art Gallery director Tony Ellwood said *You Were In My Dream* "comments succinctly on 21st-century participatory culture by making the screen so tactile".

"This is a work that will delight audiences of all ages," he said.

Queensland Premier Anna Bligh also named Claire Robertson as the recipient of the \$25,000 scholarship for an emerging new media artist.

ROSEMARY SORENSEN



A DAY IN THE LIFE OF ASTERIX THE GAUL

A NEW McDonald's ad featuring Asterix enjoying a burger and fries has sparked outrage among French comic purists, who see it as an insult to their national heritage, Britain's *The Daily Telegraph* reported.

The billboard shows the moustachioed Gallic warrior and his larger-than-life chum Obelix revelling in a Macca's while the village's tone-deaf bard, Cacophonix, sits outside tied to a tree, his harp by his side. The scene is a send-up of the comic book's normal village banquet. Instead of feasting on ale and wild boar, they tuck into Coca-Cola and a Big Mac. "Come as you are", reads the slogan on the bottom of the billboard.

McDonald's has frequently been the focus of anti-American sentiment in France and is seen by many to symbolise the threat to French culture. "After resisting the Romans, have the Americans finally scalped the invincible little Gaul?" asked the newspaper *Le Figaro*.

Albert Rene, the comic's publishers, denied they had sold out. "Asterix remains a rebel," a spokesman said. "He doesn't work for (McDonald's) but with (McDonald's). The Gauls 'come as they are', as the slogan says."

AGENCIES

The Australian, 20 August 2010

Sexual images offend men too

CALLIE WATSON
LIFESTYLE REPORTER

SEXUALISED images of women are not only demeaning to the fairer sex but also to young boys and men, because many unfairly suggest most males believe females are "only good for one thing".

Author Melinda Tankard Reist, who has published a book on the issue, said that even teenage boys were starting to feel "ripped off" with representations of women and girls in everything from magazines to music videos and T-shirt slogans.

"Fortunately, there are still men out there, and a growing number of them, who resist that kind of presentation of girls and women," she said.

"There's quite a few who find that perception that women are only good for one thing, evident so much today, as insulting.

Ms Tankard Reist, who is in Adelaide to speak to SA audiences today and tomorrow, said young fathers, worried about the world in which their daughters will grow up, were most commonly concerned.

Adolescent psychologist Dr Michael Carr-Gregg said it was difficult to generalise about the way men felt about the subject.

"You've got guys like me who are absolutely appalled, but then you've got other blokes who think it's all a bit of a joke," he said.

The Advertiser, 20 August 2010

NEW PUBLICATIONS

ADVERTISING

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Cyberbullying among middle-school students: Association with children's perception of parental control and relational aggression.*Japanese Journal of Educational Psychology*, Vol. 58, No. 1, Pp12-22

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Influence of limit-setting and participation in physical activity on youth screen time.*Pediatrics*, Vol. 126, No. 1, Pp e89-e96

MEDIA EFFECTS - SOCIAL

Courage, ML; et al (2010)

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Brown, JE; et al (2010)

Do working mothers raise couch potato kids? Maternal employment and children's lifestyle behaviours and weight in early childhood.*Social Science & Medicine*, Vol. 79, No. 11, Pp1816-1824

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Predictors of mobile telephone use and exposure analysis in Australian adolescents.*Journal of Paediatrics and Child Health*, Vol. 46, No. 5, Pp226-233

Schlote, E & Otremba, K (2010)

Cultural diversity in children's television.*Television*, 23/2010/E, Pp4-8

Courage, ML & Howe, ML (2010)

To watch or not to watch: Infants and toddlers in a brave new electronic world.*Developmental Review*, Vol. 30, No. 2, Pp101-115

Courage, ML & Setliff, AE (2010)

When babies watch television: Attention-getting, attention-holding, and the implications for learning from video material.*Developmental Review*, Vol. 30, No. 2, Pp220-238

VIDEO GAMES

Penko, AL & Barkley, JE (2010)

Motivation and physiologic responses of playing a physically interactive video game relative to a sedentary alternative in children.*Annals of Behavioral Medicine*, Vol. 39, No. 2, Pp162-169

Regenbogen, C; et al (2010)

The neutral processing of voluntary completed, real and virtual violent and nonviolent computer game scenarios displaying predefined actions in gamers and nongamers.*Social Neuroscience*, Vol. 5, No. 2, Pp221-240

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Lower lateral orbitofrontal cortex density associated with more frequent exposure to television and movie violence in male adolescents.*Journal of Adolescent Health*, Vol. 46, No. 6, Pp607-609

Coyne, SM; et al (2010)

Does reality backbite? Physical, verbal, and relational aggression in reality television programs.*Journal of Broadcasting & Electronic Media*, Vol. 54, No. 2, Pp282-298

Begue, L & Terestchenko, M (2010)

Does television favor violent behavior? from *Natural Born Killers* to *The Extreme Zone*.*Esprit*, No. 5, Pp44-64

Events

Flickerfest 2011

Call for Entries

FlickerUp National School Student Short Film Competition

Flickerfest is pleased to announce FlickerUp - their inaugural national youth competition for short films from primary and secondary school students or filmmakers under eighteen years of age from across Australia.

Deadline: 22 October 2010

<http://www.flickerfest.com.au>

