

Fame & Shame Awards - Vote now!

Australian parents now have the opportunity to vote for the best and worst children's food marketing campaigns of 2010, in The Parents Jury's annual Fame & Shame Awards.

Now in their sixth year, the Fame & Shame Awards give every parent a public voice in the collective fight against junk food promotions that target children in a potentially misleading or irresponsible manner, and which can undermine parents' influence.

The Awards aim to raise awareness of the persuasive and misleading techniques used by advertisers to sell unhealthy food and beverages to children, and to recognise the advertisements that are doing the right thing by promoting healthy food to children.

Visitors to The Parents Jury's website have been nominating food marketing campaigns all year round, and now The Parents Jury has released the shortlists of the most popular nominations in each award category, for final judgment via an online vote.

Parents can vote in two categories for unhealthy food marketing campaigns, as well as the Parents' Award category, which congratulates a food marketing campaign that promotes healthy eating to children in a fun and appealing way.

Parents Jury offers the chance to tell Australia's food manufacturers about misleading and unethical unhealthy food promotions aimed at children. Voting can be done online now at http://www.parentsjury.org.au/surveys/survey.asp?ContainerID=2010_fame_shame_awards_voting_survey

Voting closes 5pm Sunday 24 October, with the winners to be announced in November.

The category finalists are:

The Shame Award for Pester Power is for the food marketing campaign that members hate the most for encouraging children to nag for unhealthy foods:

- McDonald's Happy Meals
- Kellogg's LCMs
- Nabisco Oreos

The Shame Award for Smoke & Mirrors is for the use of misleading claims on children's foods that make an unhealthy product appear healthier than it is:

- Kellogg's Nutri-Grain
- Kellogg's Coco Pops O's
- Nestle MILO cereal

The Fame Award for Parents' Choice congratulates a food marketing campaign that promotes healthy eating to children in a fun and appealing way:

- McCain School Veggie Patch competition
- 'Serve em up' veggie promotion, Good for Kids, Good for Life
- Search for Australia's Healthiest School, Aussie Apples and TODAY
- 'No Nos and Na Nas', Australian Bananas
- Ultimate Match Day Experience, Gayndah Mandarins and the Socceros

<http://www.parentsjury.org.au>

New Cybersmart resources for parents

A new suite of cybersafety resources developed specifically for parents has been released by the ACMA. The aim is to better equip parents with the skills and knowledge they need to help their children have safe and positive experiences online.

The resources, including an online video, brochures and new website content, have been specially designed for time-poor parents and emphasise the fact that you do not need to be an expert in technology to effectively guide the online behaviour of your children.

The parents' section of the Cybersmart website was updated in September to offer more parent-specific information and visual content, as well as tools to help navigate the site.

New online videos are divided into five themes, each running for less than two minutes. The videos cover a number of current online safety issues and offer a

snapshot of the topic, an example of how it might affect a child or teenager, and some simple and practical, printable tips for parents to use with their child or teen.

The new brochures, which will also soon be available in Italian, Vietnamese, Greek, Arabic and traditional Chinese in addition to English, explain key cybersafety issues and provide practical tips for parents, children and teens to enable them to use online technologies safely. The brochure topics include:

- cyberbullying
- sexting
- dealing with offensive content
- mobile phone safety
- socialising on the internet
- general online safety.

To order free copies of the brochures, telephone the Cybersafety Contact Centre on 1800 880 176 or email cybersafety@acma.gov.au

For more information or to access resources go to:

<http://www.cybersmart.gov.au>

NEW BOOK

Children and Advertising: What Do They Think About Advertisements, How Are They Affected by Advertisements?

Seval Guven Arzuener & Ayfer Aydiner Boylu

Nova Science Pub Inc





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small screen

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EDITORIAL

Whither classification policy?

Over the past few months there have been several significant announcements and events related to the future of classification policy in Australia and possible changes to the system.

The question is, "Will these all be considered as a package or will piecemeal action be taken?" ACCM believes strongly that now is the time for a major, and evidence-based, review of the classification categories and criteria. It's high time there were more effective protections for minors, and more useful information to parents.

There are three significant and inter-related issues before government.

- For the past year, the State, Territory and Federal Ministers have been intensely lobbied to legalise R18+ level games. In May, SCAG (the Standing Committee of Attorneys General) looked at preliminary data from the national inquiry into the issue. The Ministers agreed to discuss this again at a future meeting and to seek further information about community views.
- In July the Minister for Broadband, Communications and the Digital Economy, Stephen Conroy said that the Government had announced that it will recommend a review of the *Refused Classification* guidelines

to the States and Territories. This was in the context of his plans for a mandatory internet filter which would screen out RC materials. (http://www.minister.dbcde.gov.au/media/media_releases/2010/068)



Barbara Biggins
 OAM
 Hon CEO

- On 16 July, House Standing Committee on Family, Community, Housing and Youth publicly launched its report on the inquiry into the impact of violence on young Australians entitled *Avoid the Harm - Stay Calm*. The Committee's Recommendation 10 urged the "AG's Dept [to] examine the need for change to current classification categories for film and TV in relation to violence."

And then of course, to widen the issues further, we're told that a "convergent communications" review will be announced before the end of the year. This is likely to include a review of the content and classification systems for "converging media".

It seems timely to ACCM, in the light of the above developments and issues, for a general review to occur soon. It would surely be counter-productive for the changes foreshadowed above to occur apart from each other.

German collaboration on new children's series.

According to David Tiley, writing on the Screen Hub website, SLR productions, owned by Suzanne Ryan and South Pacific Pictures, has announced a 52 episode 11 minute series for pre-schoolers to be financed partly by KI.KA, the German dedicated children's channel.

The series, *Guess How Much I Love You*, is based on the book about Big Nutbrown Hare and Little Nutbrown Hare, a father and son who are determined to measure the size of love.

The children's picture book was written in Ireland in 1996 by Sam McBratney and illustrated by Anita Jeram. Now published by Walker Books, it sold over 15 million copies worldwide in 37 languages.

Apparently, the book is extremely popular in Germany. It has been published in every German dialect and is found in homes all over Germany

The series will be shot in 2D digital animation and dubbed in several languages.

A preliminary trailer can be seen at <<http://www.slrproductions.com/guess-how-much-i-love-you>>.

Kraft ad during children's shows withdrawn

According to Daniella Miletic writing in *The Age*, the advertising industry's self-regulatory codes recently came under fire for failing to effectively reduce children's junk food marketing. This occurred after the Advertising Standards Bureau initially dismissed a complaint against a television advertisement screened during children's shows depicting primary school students playing with Oreo biscuits.

The case was reopened after the Obesity Policy Coalition obtained a tracking report that revealed the advertisement was shown during programs popular with children, such as *Dora the Explorer*, *Go, Diego Go*, *The Sleepover Club* and *Time Trackers*, and submitted this evidence to the board.

Kraft's response to the complaint said that although the advertisement featured children, it was actually designed for parents "who will appreciate the way the ad dramatises and celebrates an innocent part of childhood".

The ASB has now ruled that the television advertisement breached the Responsible Children's Marketing Initiative and The advertisement has been withdrawn.

<http://www.theage.com.au/national/kraft-junks-ad-aired-in-kids-shows-20101008-16c1r.html>

S Africa's soap addiction saves lives

AMANDA MEADE
TELEVISION

IN Australia we make television to entertain and to inform but mainly to sell advertising.

In South Africa they make television to save lives.

For the past 17 years a soap opera called *Soul City* has been one of the most popular shows on South African television, regularly coming in the top three shows and attracting 25 million people in 10 countries.

Created by a medical doctor who had no experience in TV, Garth Japhet, the storylines all have a health focus, primarily preventing violence against women and HIV awareness.

The drama is direct, gritty and confronting. To say *Soul City* has been successful in reducing the HIV infection rate in South Africa is an understatement. According to one qualitative study undertaken in 2005, half a million new cases of HIV were prevented pri-

marily because people watched *Soul City*.

Currently in Australia as a visiting research fellow of VicHealth, Dr Japhet told *Media* he realised he could harness the power of television to change lives far more effectively than he could through practising medicine in the underprivileged black suburbs of Johannesburg.

"In the late 1980s I was seeing 100 people a day, at least two-thirds of them suffering from the most preventable diseases, like diarrhoea, which is the biggest cause of death under five," Dr Japhet said. "I wondered how to reach people beyond the medical system, which didn't have the time to teach people. Clearly, the mass media is the biggest single change agent. That part was a no-brainer."

The medic went about raising the funds for a pilot, engaged the best film industry professionals and *Soul City*, largely aimed at black audiences, was born. Every series has an accompanying print

media and education campaign.

The kids' version of the show, *Soul Buddyz*, which explores discrimination, sex education and self-esteem, is now included in the curriculum in South African schools and is aimed at all races. *Soul City* has been so successful it now pays for itself.

'I wondered how to reach people beyond the medical system'

GARTH JAPHET
FOUNDER SOUL CITY

Now Dr Japhet has branched out into other areas of communication, including feature films and a viral two-minute "mobi soap", through his ethics organisation, Heartlines.

VicHealth, which has a track record in campaigns preventing violence against women, brought Dr Japhet to Australia to meet

scriptwriters, policymakers and public health advocates, including the Human Rights Commission, about how we can use the mass media to promote health in Australia.

At one workshop the doctor told scriptwriters and producers from *Neighbours* and *Home and Away* that the way to win the battle with the networks — which would resist an attempt to include a message in a story — is never to frame it as a health message. Rather, focus on the drama, because the topics usually make for engaging stories anyway.

"Because you've got something to say, it doesn't give you a licence to attract an audience," Dr Japhet said. "So the key to this is entertainment. People ask me how much is message and how much is entertainment, but I say the message has to be entertaining, otherwise it's not going to work at all."

Dr Japhet said although he was not aware of it at the time, the closest thing to *Soul City* is *Sesame Street*, which was created as a pub-

lic health initiative in the US to help educate preschoolers from less privileged backgrounds.

"The fact that I hadn't had any experience in TV allowed me to think out of the box and say 'you've got to go where the public are'. No point in having billboards and public service announcements because that's not what catches people's imagination. You have to go prime time. Good-quality drama is what people talk about."

Dr Japhet said the history of South Africa had bred the types of issues *Soul City* tackled. But there was no room for complacency in Australia. "Half of all Australian women can expect to be assaulted," he said. "Violence against women: the reality is that these are problems around the world. Beating women is not unique to South Africa."

ONLINE Watch a clip of *Soul City* on <http://bit.ly/japhet>
Links:
<http://www.heartlines.org.za/>

The Australian, 6 September 2010

Mini chefs to heat up the kitchen fun

THE bloke who coined the term "never work with kids" has obviously never seen *Junior MasterChef*.

The children's version of Ten's hit reality series has generated huge buzz over the past month. Some pundits predict that tomorrow night's premiere will burst through the two-million-viewers barrier.

This is Australia's next generation of top chefs and cooks. They will change how a nation eats, judge Gary Mehigan says at the start of the first episode.

Mehigan isn't kidding. The 50 kids featured on the program knock out a range of mouth-watering dishes.

This isn't chocolate crackle territory. We're talking goat cheese wontons with balsamic glaze, ricotta gnocchi with eggplant salsa



as well as chicken with walnut and pomegranate broth. The first thing that strikes you about *Junior MasterChef* is how much fun it is compared with the adult version.

The judges, who also include Matt Preston and George Calombaris as well as newcomer Anna Gare, are clearly having the time of their lives.

There is a wonderful spirit between the kids on *Junior MasterChef*, something that was sadly missing from the recent adult version of the show. Young Ashkan wishes

fellow competitor Isabella good luck as they take their dishes to be judged.

Where did you see that on *MasterChef 2*?

Over the next few weeks, five heats of 10 competitors will take place with the best four from each heat making it through to the Top 20 qualifying round.

Tomorrow night's first task is an international challenge and it highlights the multicultural make-up of the competitors. Kids of British, Greek, Italian, Indian and Iranian heritage go head-to-head in the event.

The second task is a desert challenge that has Calombaris saying he has the best job in the world after tasting a knockout orange and almond cake.

Junior MasterChef, Channel 10, Sunday, 7.30pm

The Advertiser, 11 September 2010

Obesity and sleep link

WASHINGTON: Children under the age of five who don't get enough sleep at night are more likely than kids who do get their 40 winks to become obese at a young age, a new study shows.

Researchers at the University of Washington, Seattle, and the University of California, Los Angeles, compared data over five years for 1930 children and found a link between duration of night-time sleep in early life and obesity at ages five to nine.

The Advertiser, 8 September 2010

Child exploitation

WHY did it take so long for people to start realising that *Junior MasterChef* was a bad idea (*The Advertiser*, 23/9/10)? Not only is the program laced with unhealthy amounts of oil, sugar and other products. It is child exploitation in my opinion, no different from that horrific show *So You Think Your Kid's a Star*. It is not fun watching a child cry because they have been disqualified. Let kids be kids, please.

AARON FORNARINO, Eden Hills.
The Advertiser, 25 September 2010

Facebook and study equals poor grades

NIC FLEMING
LONDON

AN INTERNATIONAL study has backed parents who fear that their teenagers' grades are suffering because of social media.

Children who use Facebook while they study get significantly lower grades than those who do not, the psychologists say.

A study involving American students found that the exam results of those who used the social networking site while working, even if it was on in the background, were 20 per cent lower than non-users.

Researchers say the findings undermine the theory that young people's brains are better at multi-tasking on digital gadgets.

Study author Professor Paul Kirschner said the problem was that most people

Is Facebook harmless social networking or a privacy danger?



have Facebook or other social networking sites, emails and instant messaging constantly running in the background while they are carrying out other tasks.

"Our study, and other previous work, suggests that while people may think constant task-switching allows them to get more done in less time, the reality is it extends the amount of time needed to carry out tasks and leads to more mistakes," Professor Kirschner said.

His team studied 219 students aged between 19 and 54 at an American university. It

found the Facebook users had a significantly lower grade-point average than non-users.

Those who did not use the site also said they devoted more time to studying, spending an average of 88 per cent longer working outside class.

Three quarters of the Facebook users said they didn't believe spending time on the site affected their academic performance.

Professor Kirschner said that he expected to see similar results in younger pupils.

He said he was not demonising Facebook and pointed to the distracting nature of all social networking.

The study by the psychologist from the Open University in the Netherlands will be published in the journal *Computers in Human Behaviour*.

— Daily Mail

The Advertiser, 8 September 2010

Bad week for . . .

TEENS who play racing and driving video games, after research linking dangerous driving in the virtual and real worlds. The study online in the journal *Accident Analysis and Prevention* asked 16-year-old boys and girls about how often they played these games. Two years later, the researchers asked those teenagers who had passed their driving test about their attitudes to risky driving. Those who had played the games at 16 were likelier to have reckless attitudes to speeding and risk-taking while driving.

Accid Anal Prev
2010;doi:10.1016/j.aap.2010.07.011
(Beullens K, et al)

Weekend Australian, 11-12 September 2010

Sleep deficit increases risk of mental illnesses in the young

ADAM CRESSWELL
HEALTH EDITOR

SLEEPING fewer hours than recommended puts young adults at increased risk that any mental health problems they already have will become persistent — and could even trigger mental problems for the first time in extreme cases.

The research, involving 20,000 Australians aged 17 to 24, found sleeping less than the recommended seven to eight hours per night could worsen and entrench pre-existing mental issues.

People without a history of mental problems were at increased risk of developing mental problems if they slept fewer than five hours per night.

The study, conducted by experts from Sydney's George Institute for Global Health and published today in the journal *Sleep*, provides some of the strongest

evidence yet that insufficient sleep can worsen or even cause mental problems.

Evidence on the link until now has been largely based on small groups or case histories.

Lead author of the study Nick Glozier said the finding that insufficient sleep could entrench men-

'Poor sleep can have serious consequences on mental health'

SARAH BLUNDEN
UNIVERSITY OF SOUTH AUSTRALIA
RESEARCHER

tal problems was important, because it was chronic and persistent mental health issues that led to adult forms of mental illness such as depression and bipolar disorder.

Professor Glozier, professor of

psychological and sleep medicine at the University of Sydney, said the message for the public was that "if you are a young adult, or a parent of a young adult with mental health problems, then increase the amount and quality of sleep they are getting" to recommended levels.

Sarah Blunden, a pediatric sleep research fellow at the University of South Australia's Centre for Sleep Research, said the study was "a valid and worthwhile piece of work".

"Improved sleep improves psychological functioning, so the relationship would appear to be causal," she said. "This data adds strong evidence in a very large sample to say that poor sleep can have serious consequences on mental health.

"Most importantly, sleep is modifiable and so understanding and changing sleep patterns can be very beneficial. Sleep education may be the key."

The Australian, 1 September 2010

ABC children's TV has relaunched its kids website, formerly known as Play Ground, as ABC For Kids, at the new web address www.abc.net.au/abcforkids. The site is aimed at pre-schoolers aged 3-6 and their carers, and showcases TV shows including *Play School*.

EDITED BY SALLY JACKSON

The Australian, 20 September 2010

US doctors take aim at McDonald's high-fat fare

A new TV ad blames Mac attacks for heart attacks. **Andrew Clark** reports.

IT is an image to sap even a super-size appetite. An overweight, middle-aged man lies dead on a mortuary trolley with a woman weeping over his body, his hand still clutching a half-eaten McDonald's hamburger.

A hard-hitting US television commercial bankrolled by a Washington-based medical group has infuriated McDonald's by taking a direct shot at the world's biggest fast-food chain, using a scene filmed in a mortuary followed by a shot of the golden arches logo and a strapline declaring: "I was lovin' it."

The line is a provocative twist on McDonald's long-standing advertising slogan and a voiceover intones: "High cholesterol, high blood pressure, heart attacks. Tonight, make it vegetarian."

The commercial, bankrolled by the Physicians Committee for Responsible Medicine, goes further than most non-profit advertising and has drawn an angry reaction this week from



A still from the advertisement.

both the Chicago-based hamburger multinational and the restaurant industry.

The National Restaurant Association said it was "irresponsible" and an attempt to scare the public with its "limited" view of nutrition. A McDonald's spokesman said: "This commercial is outrageous, misleading and unfair to all consumers. McDonald's trusts our customers to put such outlandish propaganda in perspective, and to make food and lifestyle choices that are right for them."

The commercial is being aired only in the Washington area but may be shown US-wide. It comes amid an

increasingly lively debate in the US about healthy eating. First lady Michelle Obama is leading a campaign to encourage physical fitness and improved diets — particularly among American children, a third of whom are overweight.

The recession has hardly helped the healthy eating cause. McDonald's has enjoyed a relatively prosperous financial crisis as diners opt for its affordable offerings. Its global profits for the six months to June were up 12 per cent to \$2.3 billion, powered by sales rises in the US and Britain.

The director of nutrition education for the physicians' committee, Susan Levin, made no apologies for singling out the golden arches. "McDonald's is one of the biggest fast-food chains in the world. Its name and its golden arches are instantly recognisable. We feel we're making a point about all fast food when we talk about McDonald's."

GUARDIAN

The Age, 16 September 2010



ADDED DIMENSION FOR CENSOR

ACCORDING to Sweden's film censorship board, the 3D version of the children's animation *Cats & Dogs: The Revenge of Kitty Galore* warrants a higher rating than the standard 2D. While that won't be the case when the film opens in Australia next week with a G rating on both versions, the Australian Classification Board says that the possibility of a 3D film receiving a different classification from its 2D counterpart cannot be ruled out. The board views and classifies separate versions of films and is required to apply an "impact test" to classifiable elements. "From a viewer's perspective, 3D clearly has a greater impact than 2D," a spokesman for the board told *Shortcuts*, noting "with interest" the Swedish censor's decision.

The Age, 9 September 2010

New slot to 'sex up' Neighbours

MICHAEL BODEY
TELEVISION

LONG-RUNNING soap *Neighbours* is set for some sexing-up next year thanks to another regulatory anomaly in digital multi-channelling regulation.

The G-rated Ten Network series will be in a PG classification when it moves to new multi-channel Eleven next year. The loosening of its classification will free up restrictions to allow it to go head to head in content, plotting and language with Seven's *Home & Away*, which at 7pm is in a PG slot.

A PG rating allows the program to ramp up its adult themes, confronting the kind of sexuality, identity and crime stories a G rating doesn't allow. Against *Home & Away*, *Neighbours* has appeared slower and more old-fashioned. A PG slot is likely to let the show's plotting address contemporary issues for young people in a far more credible fashion for its audience.

While Fremantle Media Australia's Kelly Davis told *Media* that *Neighbours* would remain G-rated next year, a Ten spokeswoman confirmed the multi-channel appendix to the Commercial Television Industry's Code of Practice meant time zones and classifications "are

more flexible on digital channels".

"If we wished, *Neighbours* could be reclassified PG (and therefore story lines could change) but remain in the 6.30pm time slot," Ten said.

Indeed, when *Neighbours'* writers, crew and cast were told of the move to the new channel late last month, the move into a PG time slot was one of the key sweeteners.

Fremantle Media Australia chief executive Ian Hogg said at

The show's writers in particular are excited about the greater freedom

the time: "Our storyline plans for 2011 are both bold and dramatic."

It is understood the show's writers in particular are excited about the greater freedom they will be allowed in the PG time slot after 25 years and 6000 episodes.

Any change in content will have no classification effect in Britain, where *Home & Away* and *Neighbours* are screened at lunchtime and at 5.30pm and 6pm. *Neighbours* now screens on the digital terrestrial channel Five.

The effect on British ratings could be crucial, though, given *Neighbours* outrates *Home &*

Away comfortably, with daily audiences of more than 2 million against more than 1 million Poms heading to Summer Bay.

Any change to *Neighbours* next year will highlight the inconsistencies in government regulation of digital multi-channels.

Originally, the Australian Communications & Media Authority allowed greater flexibility in areas of censorship and content rules in order to give networks "freer rein" to attract audiences and advertisers to digital television, according to one insider.

Now that 75 per cent of households have access to digital television, the need to stimulate digital multi-channels via more laissez-faire regulation appears redundant. A child is now just as likely to be flicking channels across Nine as GO, for instance.

The code's "most stringent restrictions" apply to the G classification zones on ABC1, SBS One Seven, Nine and Ten's weekday 6am-8.30am and 4pm-7pm time slots (and 6-10am on weekends), with classification not necessary for news, current affairs or sport in those zones if licensees exercise "care in selecting material for broadcast".

Digital multi-channels do not have G zones and the PG classification applies between 5am-noon and 3pm-8.30pm on school days.

The Australian, 13 September 2010

Classic kids' tale to become animated series

Sheer luck helped a local producer win the right to make the series in Australia

AMANDA MEADE
PRODUCTION

BEST-SELLING children's book *Guess How Much I Love You* will be made into an animated preschool series for worldwide distribution after an Australian producer managed to secure the highly sought-after TV rights.

Guess How Much I Love You: The Adventures of Little Nutbrown Hare is an instantly recognisable classic that has spread beyond children's literature into a gift people give at weddings and even on Valentine's Day. (A "luxurious, Sweetheart Edition" is available.)

Written in Ireland by Sam McBratney and illustrated by Anita Jeram, it has for 15 years remained as a book property only because TV producers failed to come up with the perfect pitch to satisfy publishers Walker Books.

Suzanne Ryan, the executive

producer of Australian children's entertainment company SLR Productions, accidentally pitched her idea for translating the book into a TV series to the publisher when she was visiting London on other business four years ago.

She says securing the rights to what will be a \$6 million production budget for the series to be made in Australia was "sheer luck" and is a good news story at time when a soaring Australian dollar makes it difficult to attract production to these shores (as reported on page 32).

According to Ryan, Walker Books had until then resisted all offers to make a TV series out of the little book that has sold more than 22 million copies in 37 languages.

"They said most people had wanted to change it too much; to humanise it," Ryan told Media.

"The publishing world hasn't always been forthright in adapting and remaking books."

Ryan was in London talking to Walker about another book she was optioning when she spotted a poster for the book and asked about TV rights.

"They said no one had ever optioned it. 'We'll never let it go, it's our golden egg', they said.

"Before I knew it, I was pitching to them. They said I was the first person ever to pitch in a way they liked. I said I wouldn't change a thing — many big American companies had tried and failed."

Ryan will announce today a 52-episode series at 11 minutes each. She is co-producing it with Canada's CCI Entertainment, and it has been picked up locally by pay-TV channel Playhouse Disney for the first broadcast rights and the ABC for free-to-air and DVD rights.

"It's definitely Walker's bread and butter — along with Lucy Cousins's *Maisy*, no other book is a worldwide hit like that. It's very classic in its look so it translates into all these countries. In Germany, for example, it's published in every dialect."

Ryan said her research showed the universal appeal of the book was that it was about the love of a parent for a child and unconditional love.

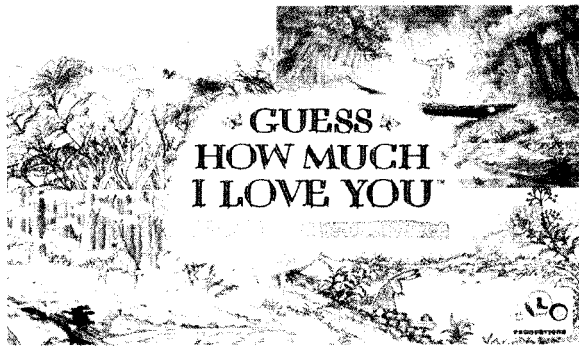
Anyone familiar with the book will know the story — about how much a parent loves their child — is very simple and very short, so the challenge for a producer is in making 52 episodes without damaging the integrity of the original.

"We felt the nutbrown hare was lonely and needed friends," Ryan said of her adaptation.

The new characters are a field mouse, an otter and a bluebird. "We tried to focus on animals all children around the world recognise," Ryan said.

Ryan's credits include the Emmy Award-winning and AFI-nominated series *I Got A Rocket!* and the comic book series turned animation series *Gasp!*

The Australian, 27 September 2010



The classic children's tale, *Guess How Much I Love You*

Sexting video warning to teens

A VIDEO to make teens think twice before they "sext" poses the question: How would you feel if the picture was sent to your teacher?

The YouTube video was launched in Canberra yesterday to mark White Balloon Day, an annual event to raise awareness of child abuse.

It shows a student, Megan, walk out of the toilets at school doing up her blouse and smirking at the "sext" — an explicit photo taken on her mobile phone — she had just sent to her boyfriend.

But when she takes her seat in class, she realises the message is being sent around among her classmates — and shows her horror when her teacher reaches for his mobile phone.

Home Affairs Minister Brendan O'Connor said it was one video he hoped teens would not keep to themselves.

"We want to make sure that it's distributed as far and wide as possible, schools and others will be encouraged to use this video," he said.

The Advertiser, 8 Sept 2010

Junk food advertising code leaves a bad taste

Dr Bruce Neal is to be commended for speaking out about the complexity of the food industry codes, which are clearly failing to curb junk food marketing aimed at children ("Junk food codes fail, says doctor", September 10).

Allowing the food industry to develop its own advertising regulatory codes is like putting the fox in charge of the hen house.

The existing regulations are full of loopholes that allow food

companies to continue to market unhealthy food products to children.

Definitions of terms such as "directed primarily to children" are not consistent.

Complaints are seldom upheld, with reasoning such as "although the advertisement features children, the wording used in the advertisement is directed at adults".

We know parents are concerned about junk food market-

ing to children, but the reality is that the complaints process is confusing, resulting in minimal complaints being made.

Government needs to put more effective regulations in place to ensure objectionable food marketing is reined in, and our children are not bombarded with misleading advertising messages.

Kathy Chapman
director of health strategies,
Cancer Council NSW

Sydney Morning Herald, 13 September 2010

NEW PUBLICATIONS

ADVERTISING

Mehta, Kaye, Assoc Ed (2010)
Statutory restrictions on unhealthy food marketing to children: the debate continues.
Public Health Nutrition, Vol. 13, No. 7, Pp1001-1002

Chester, J; et al (2010)
Alcohol marketing in the digital age.
www.digitalads.org Pp32

COMPUTERS & INTERNET

Collier, A & Nigam, H, Co-Chairs (2010)
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