



Campaigning for a better media

(Incorporating Children's Media Watch)

NEWSLETTER FOR FEBRUARY 2010

BROADCASTING STANDARDS AUTHORITY:

We need big things from the newly appointed members. The previous lot were so liberal they let anything and everything through. **It's true!** Bad language and explicit sex and violence have become worse in the last 5 years on both radio and television, as every viewer and listener knows. Hopefully, the personnel changes will make a difference. **They need to.** Rates of violent crime involving the young are escalating, text bullying and cyber stalking of our kids is, so the schools would appear to admit, out of hand. Yet the BSA only upholds about 10% of the complaints it receives, making the process of complaint a very discouraging business for the concerned individual.



Perversely, though, **if you don't complain, expect the situation to get worse.** People who do so deserve a medal, not a bureaucratic rebuff. Apparently, the Broadcasting Standards Authority doesn't have any objective standards - It feels its obligation is only to mirror society. **Just how that maintains standards must remain forever a mystery.**

Members of Media Matters are ordinary people who are bemused by official indifference to their wish to see better enforcement of existing rules. We do not advocate heavy handed censorship but simply better protection of children and young people from the harmful effects of gratuitous sex, violence and bad language. We believe people with a libertarian world view on these matters appear to have taken over our broadcasting regulatory system and need to be replaced by those with a sense of what is appropriate for the preservation of foundation values and attitudes

So use the complaints system, however ineffective it may be. Take a lesson from the example of Donald McDonald, one of our Wellington members.

(John Terris) President
jterris@xtra.co.nz

THIS MAN NEEDS YOUR HELP!



Donald MacDonald, of Newtown, Wellington, a retired scientist, initiates 2 complaints a month or about 26 per year. Of these he expects to get only one complaint upheld each year. Is he down-hearted? Absolutely not, and encourages others to use the complaints system. His advice - *"Use the process set out on the website www.bsa.govt.nz and email to make your complaint if you can. Fire it off while its fresh in your mind and note carefully the date, the time and the channel. We're helping raise the standard!"*

STOP BRUTALISING OUR KIDS!

Change the current watershed time from 8:30pm to 9:30pm

The current watershed time in New Zealand is 8.30pm. Under the broadcasting rules, shows before 8.30 should not contain adult material. That is commonly breached. From 8.30 "anything goes".

This is completely irresponsible. The majority of children are still watching TV well beyond 8.30. This is confirmed by the Broadcasting Standards Authority's own surveys. The 8.30 watershed time is one of the most liberal in the world. In the UK and Canada, adult material is not allowed till 9.00pm. In the USA, it's even later - 10.00pm. The watershed in Australia is the same as New Zealand, but the restrictions are tighter, not allowing AO material at all.

We are brutalising our children with our TV. It's time to change this. **WRITE TO YOUR MP C/- Parliament Buildings, Wellington (no stamp required) and tell them so!**

LET'S MAKE 2010 THE YEAR OF JOINING!

We need more members! We also need those of you who are not financial to please let us have your subscription which is our only regular source of income.

Lastly, we would like you to encourage your friends and family to support us by becoming members too. You can do this on line or by filling in the coupon below.

If not you, then who??? If you don't support better standards in our media, who will? Chat up your family! Like Executive member Penny Jones (at right), a member along with her daughter Alicia, and mother Peggy Burton, who is a foundation member, joining us back in 1993!



SUBSCRIPTIONS DUE

While we are full of ideas for more effective media advocacy, we are entirely dependent on the support of our members. Please be generous with your donations if you can and remember that the new Charities Commission act removes the current limit on tax exemptions for charitable donations.

Name: _____ **Single Sub \$25 \$** _____

Address: _____ **Family Sub \$30 \$** _____

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Contact No: _____ **Donation to MM \$** _____

Mobile No: _____

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Occupation: _____

If you would like a receipt, please send a self addressed and stamped envelope with your subscription and form to:

Media Matters
P O Box 12054
Christchurch



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Thank you very much for your support.
We could not keep going without it.

For more info on how you can make a difference check out our website www.viewers.org.nz

WEBSITE FINDERS:

For your Free Watershed Poster go to:
www.viewers.org.nz/AO_campaign.html

Last AGM and Annual Report go to:
www.viewers.org.nz/documents/AGM-2009-Pres-Report.pdf