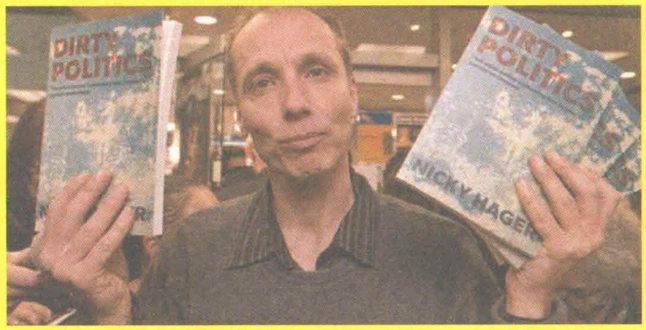
MEDIA MATTERS in NZ* is 21 years old

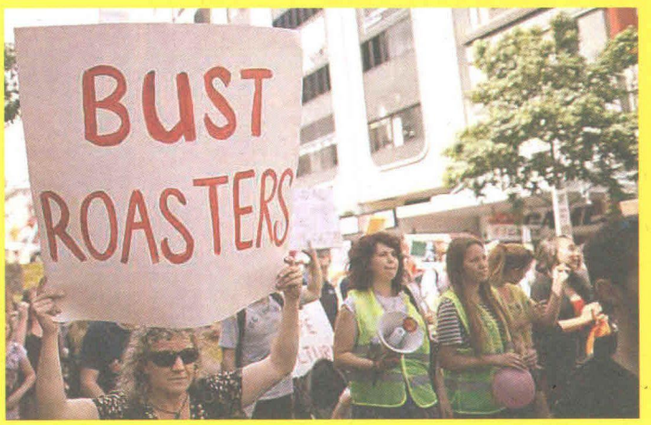
Our members span three generations and we continue to advocate for a safer TV and Internet environment for our kids.



PLEASE HELP US

You have to admit that the politicians have had it their way for too long. The recent election campaign has been dominated by stories of Internet misuse, yet nothing has actually been done, or planned to be done, to prevent this.

Example: - It was back in September last year that The NZ Law Commission issued a report on the future of media regulation, *('The News Media meets 'New Media': Rights, Responsibilities and Regulation in the Digital Age')*



It took the spectacle of rape of under-age girls being celebrated on the Internet, to finally move the government of the day into gear. Their legislation, known as the *Harmful Digital Communications Bill 2013*, introduced as a response to public outrage over the Roastbusters, has languished on the Parliamentary Order Paper for a year.

* MEDIA MATTERS IN NEW ZEALAND

(Incorporating Children's Media Watch)

It is taking us as a country, a long time to recognise that our limp-wristed approach to media excess, has resulted in the growth of a culture where the rape of children can actually be publicly celebrated, and where the internet can be used to steal people's private emails. It's a disgrace but it's happening.

what's your poison ?

BOOZE AND THE MEDIA – A TRULY UNHOLY ALLIANCE
Compliant politicians and a docile media have guaranteed that the latest "Liquor Reform" package will make no difference whatsoever to our Binge Drinking culture. Events ranging from the Jim Beam Homegrown concert on Wellington's Waterfront, to the Heineken Open Tennis tournament in Auckland, ensure that our young people get thoroughly mixed messages about alcohol consumption. Meantime, our Media, in a desperate play to counter the drain on their revenues from the competition of the Internet, is ramping up Booze advertising. MM says It's time to treat alcohol the same as that other fatally addictive substance, tobacco, and put a halt to all liquor advertising and sponsorship.

MAYBE THE NEW PARLIAMENT WILL BE DIFFERENT?
We live in hope. But help us to continue our campaign against the growing morass of media generated sex and violence, financed by alcohol advertising. We are fighting a lone battle against ignorance, stupidity and greed at the highest levels of our society.

Media Matters in NZ (viewers.co.nz) is the only organisation exclusively devoted to this end and we cannot continue without your support. Our only financial source is your annual subscription.

PLEASE HELP OUR CAUSE AND NZ'S FUTURE

SUBSCRIPTION TO MEDIA MATTERS

Subscribe online - visit our website www.viewers.org.nz or http://www.viewers.org.nz/membership.html. Alternatively - please complete and post this form to Media Matters, P O Box 31618, Lower Hutt 5040.

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WE GREATLY APPRECIATE YOUR SUPPORT

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