

## ENSURING DECENT STANDARDS ON TELEVISION

### Position:

- FAMILY FIRST is alarmed that no one in the Government is responsible for what our children see on television. Raunchy evening television ads promote phone sex, dating services and lewd mobile phone screensavers: this material should not be allowed to pollute our children's minds;
- FAMILY FIRST is appalled that the television advertising industry regulates itself. The Advertising Standards Bureau is an industry body comprising actors, academics, artists, writers and ex-politicians. FAMILY FIRST does not believe this is appropriate;
- FAMILY FIRST objects to music videos being screened in children's viewing time when they have sexually suggestive images and where women are often portrayed in a patronising manner. FAMILY FIRST is concerned that music videos can distort children's view of women and healthy relationships;
- FAMILY FIRST opposes shows such as Big Brother, which are ruining our children's minds and legitimizing behavior that is completely unacceptable. The issue is one of decent standards. The fact that shows like Big Brother are allowed to continue sends a message that the behavior on these shows is acceptable. But clearly the community does not tolerate it. FAMILY FIRST is angry the Government has taken no action against this type of show, which proves it is out of touch with the community.

### Actions:

- FAMILY FIRST calls on the Government to take responsibility for television advertising to ensure ads reflect community standards. FAMILY FIRST believes this should be the responsibility of the Australian Communications and Media Authority (ACMA);
- FAMILY FIRST will continue to call for Big Brother and Californication to be axed;

- FAMILY FIRST wants ACMA to have the power to stop programs going to air and impose big fines on broadcasters;
- Family First is concerned music videos shown on TV may not breach the television code of practice, but they do breach what most people think is acceptable. They don't meet community standards. Family First will lobby the Government to fix this problem.