

ABA APPLAUDS INDUSTRY SUPPORT FOR CHILDREN'S DAY

The ABA has applauded support shown by broadcasters for the UNICEF International Children's Day of Broadcasting on Sunday 13 December.

The UNICEF initiative was aimed at informing people the world over on important issues of children's health and development by harnessing the power of modern communications media.

'Most commercial television networks aired community service announcements in support of International Children's Day. The ABC, SBS and Seven network will show special programs in recognition of the event,' said Mr Brian Johns, ABA Chairman.

'This is a community spirited approach by broadcasters to issues affecting children's health and development which deserves recognition.'

Mr Johns said television plays an important role in bringing public attention to children's quality of life.

'Television does this not only through news reporting, but in the longer term through programming for children which expands their horizons and stimulates their desire to know about the world,' he said.

The ABA has a direct role in children's programming on Australian television through its children's television standards.

The standards ensure children have access to a variety of quality television programs made specifically for them, including Australian drama and non-drama programs (see below).

'To achieve a children's or pre-school classification, a program must meet the quality criteria of the standards. We encourage producers and broadcasters to make diverse and challenging programs for children which are entertaining,' said Mr Johns.

CHILDREN'S TELEVISION STANDARDS

The children's television standards require programs to:

- a) be made specifically for children,
- b) be entertaining,
- c) be well produced (script, direction, production etc),
- d) add something to a child's understanding and experience, and
- e) be relevant for Australian children.

There is no requirement that a program be educational.

To achieve an Australian children's drama classification, programs must:

- a) meet the five criteria above,
- b) meet the Australian content factor test which requires that Australians exercise creative control over most aspects of a program.

Critically acclaimed and popular Australian children's dramas shown on commercial television include: 'Round the Twist', 'Ratbag Hero', 'The Water Trolley', 'The Girl from Tomorrow'.

Each commercial broadcaster is required to show at least 390 hours of classified children's programs per year. Of this, 260 hours shown must be classified C (of which 130 hours per year must be first release Australian made programs) and 130 hours shown must be classified P.

The majority of Australian children's drama applications are for classification based on scripts. This provision gives networks and producers the option to seek classification for their programs before they are made.



CHILDREN'S PROGRAMS CLASSIFIED C AND P

The following table contains details of programs granted C and P classification by the ABA in November and December 1992. Producers interested in submitting programs for classification should contact Nigel Ryan on (02) 959 7930.

TITLE	ORIGIN	CLASSIFICATION	NEW/RENEWAL	DECISION DATE	APPLICANT
BOD SHOW; THE DUSTY	Australia	PRC	new	24.11.92	Barron Films Ltd
KIDS SPEAK	Australia	CAD	new	4.12.92	Television and Telecasters Limited
MISSION TOP SECRET - NIGHT OF THE FALLING STAR	Australia	CAD	new	7.12.92	Australian Television Network
MISSION TOP SECRET - THE EAGLES FROM THE EAST	Australia	CAD	new	7.12.92	Grundy Australia Productions Pty Ltd

Legend: CAD = C Australian Drama PRC = Provisional C