



Children's Television

Bruce Gyngell, Chairman of the Federation of Australian Commercial Television Stations, offers his views on children's television.

Every child is special



Bruce Gyngell

Parents must understand that children need to know that they are special to their parents if they are ever to develop a sense of self-worth. Every child needs to know that they are special and they must be encouraged to achieve their own individual excellence.

An eminent British psychologist has said, A developing personality needs more than impartiality (fair treatment); every child needs to know that to someone they matter more than other children; that someone will go to unreasonable lengths for their sake.

We must, therefore, look to giving our children the best there is. In looking towards the World Summit on Television and Children, I hope that it will have an enduring impact on children's television both in Australia and overseas. I believe that the World Summit is a significant landmark and I would hope that:

- we reverse the exaggeration of violence;
- we help children celebrate the real joys of childhood — as a lifeline, to the real joys of adulthood;
- we pass on the things we learned that are worthy of reinforcement;
- we hear the voices of our children, and children everywhere, and the voices of those who speak for them;
- we emphasise our common humanity and

our marvellous and fascinating diversity;

- we use the technology available to us to give them every chance of creating a better world, and a more enjoyable life to live in that world;

- we show them sufficient evidence that the world can be seen as a family of families — a truly marvellous tribal gathering; and

- we give them the means to have much more interesting 'show and tell' than we have manifested. Because what is television but 'show and tell' on a grander scale?

I also believe that the World Summit will be an affirmation of the values we hope will prevail for the children of tomorrow. With luck, and the efforts of the World Summit organisers, we will be as charmed, and delighted, as intrigued and as awed, as we have always been, when we see our children take a fresh view, a new perspective, on our world.

George Orwell put his finger on this idea when he wrote these words,

Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it'. This is because the story of the next generation will be the greatest story ever told, as it always has been.

By recognising this and through our combined efforts, every child will really know that he or she is special. ☐

World summit competition

The Festival of Television for Australian Children is sponsoring 15 program makers, who have a demonstrable interest in children's television, to the World Summit on Television and Children in Melbourne.

The Festival, in conjunction with the World Summit organisers, is providing the successful applicants with the cost of full registration for the World Summit and a percentage of the travel costs, for those residing outside Melbourne.

The Festival offered the sponsorship so children's producers could meet key Australian and international players in children's television and gain an understanding of the issues involved in producing programs for children. Each of the successful applicants is required to give a presentation on the Summit to other

program makers in their home State.

The program makers were invited to apply to Dina Browne, the Festival organiser, providing a *curriculum vitae*, a listing of their production credits and a statement of their interest in children's television. Applications closed on 9 February 1995.

The 37 applications were assessed by Dina Browne, Peter Webb, Deputy Chairman ABA, and David Jowsey of the Australian Film, Radio and Television School. The successful applicants are: Jennifer Ainge, Stephen Measday, Judi McCrossan, Bernard Purcell, Penny McDonald, Danny Caretti (NSW), Lucinda Clutterbuck, Anthony Lawrence, Zelda Rosenbaum (Vic), Bob La Castra, Tony Johnston (Qld), Kaye Jenkinson (SA), and Trevor Todd, Pat Evans, Sue Taylor (WA). ☐

