



# The Family and Media Association

# Media Report



“Woe to those who call evil good and good evil”

December 2008...

## New evidence television is harmful to children under 3 years of age—

The French Government has decided to move against television programmes which target children ... (back page)

## Film Censor’s identity crisis resolved !

The Film Censor’s name has been changed to ‘Film Classifier’. But why? ... (back page)—

## “I’m going to bring in ‘grandmother’ now, to end this conversation.”

The Broadcasting Complaints Commission has failed to uphold a complaint against Prime Time for viewer manipulation ... (back page)—

“WOE TO THOSE who call evil good and good evil, who put darkness for light and light for darkness” (Isaiah 5:20).

Did we witness a fulfilment of Isaiah’s 8th century BC prophecy on August 5th, this year. That was the day ‘the media’ rolled out an uncritical welcome for a Government press release entitled “Minister Harney Approves Introduction of Cervical Cancer Vaccination Programme (for 12 year old girls).”

Newstalk’s Eamonn Keane seemed to capture the ‘mainstream media mind’ best when proclaiming on his *Lunchtime* programme, “*this is good news.*”

That pronouncement came, in spite of the fact that *Lunchtime* had just received texts pointing out that a) the vaccine in question was not a vaccine against cancer per se but against the sexually transmitted Human Papillomavirus (HPV) and b) the imposition of a vaccine against the morbid consequences of promiscuous sexual behaviour by 12 year old children was a form of child abuse (which might well eventually take more lives than it would

save). But why let the facts spoil a good party?

RTÉ behaved similarly. What was falsely conveyed by the media at that time, and again in November—when it was announced that the plan had been partially postponed—was *the impression of a consensus that vaccinating the country’s 12 year old girls against a sexually transmitted disease was indeed “good news.”* Such a consensus never existed and if one exists now, that can only be down to the selective, unbalanced and misleading coverage of Ireland’s secular media establishment.

Pope Benedict uses new media to evangelize

Centre pages

“Instant hit hedonism of ‘lads mags”

Back page

“Media at a Crossroads Pope Benedict”

Centre pages

DO NOT BE AFRAID to



← write to



text,



phone OR



email

a media outlet, or a regulatory authority such as the ASAI, BCI, BCC, RTÉ Authority, Press Ombudsman, Press Office or the Minister for Communications—See centre pages ...



We will accept lesser or **GREATER** amounts...

3

JOIN THE FAMILY AND

**ALREADY A MEMBER?**  
Get a friend (or two) to join!

Truth  
Hope

2

STAY INFORMED.



In addition to its *Media Report* printed publication, the Family and Media Association provides a free text service (see above), a regular email service, talks on the media, audio and video media reports and **a regularly updated website designed to keep you up to date with the media developments affecting you and your family**

WRITE

TEXT

PHONE

1

CONTACT THE MEDIA , GOVERNMENT OR ONE OF THE REGULATORY BODIES



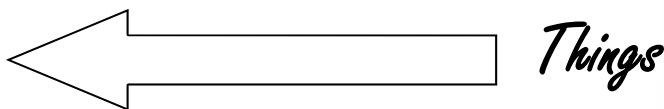
Email



ASAI,  
BCI,  
BCC,  
Press Ombudsman,  
RTÉ Authority,  
Minister for  
Communications  
Marine and Natural  
Resources

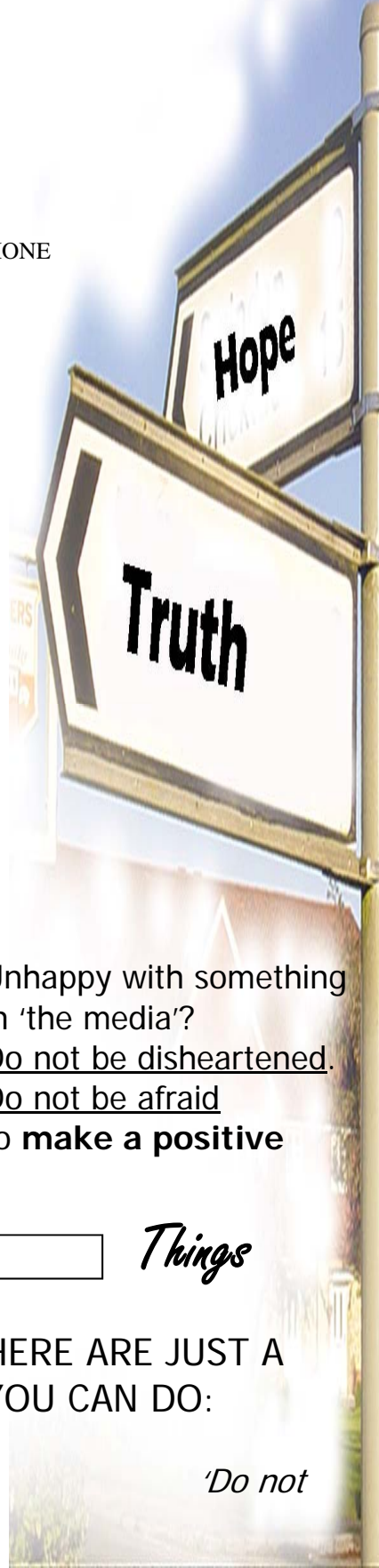
Unhappy with something in 'the media'?  
Do not be disheartened.  
Do not be afraid  
to **make a positive**

**Do not be afraid** to write, phone or send a text or an email.



HERE ARE JUST A  
YOU CAN DO:

*'Do not*



...than our €30 annual subscription

**MEDIA ASSOCIATION !**

We urgently need your support to continue to offer our free services. Please donate what you can !

Shallowness  
Degradation

4

**NO, DON'T DESPAIR !  
ASK FMA TO GIVE A  
TALK IN YOUR AREA !**

FMA gives talks to parish groups, school bodies and various other organizations all across the country.

The media is "at a crossroads". In the words of Pope Benedict, We may now have a "valuable opportunity" to reshape it

**5 SUPPORT GOOD MEDIA!**

Encourage those who are willing to swim against the tide to support the family in the media. A number of great new Christian websites have been launched recently, including one by the Irish bishops [www.catholicbishops.ie](http://www.catholicbishops.ie).

On the eve of his visit to Lourdes, His Holiness Pope Benedict XVI sent a free text message to hundreds of thousands of young people who participated in this years World Youth Day in Sydney.



Felipe Contepomi who was effusive in his praise of the Christian brothers when interviewed on RTÉ Radio One's The Tubridy Show, April 2008

Despair

Lies

difference

*To Do!*

FEW of THE THINGS

*be afraid*

Do not be afraid  
Do not be afraid  
Do not be afraid'  
Be Brave;  
God is with you"

Pope John Paul II -- on the Great Lawn of  
New York City's Central Park--

Feast of the Rosary,  
October 7, 1995

**"I'm going to bring in 'grandmother' now, to end this conversation."  
—BCC fail to reprimand RTÉ for viewer manipulation**

**T**he Broadcasting Complaints Commission (BCC) has failed to uphold a complaint against an episode of RTÉ Prime Time dealing with Gay adoption.

Kevin Dolan asserted that the February 19 programme had "failed in its (statutory) obligation to be impartial".

In particular, Mr Dolan complained that Miriam O'Callaghan *attempted to manipulate the viewing audience* into supporting gay adoption.

Mr Dolan noted that during a studio debate between David Quinn and Gráinne Healy, the presenter seemed to choose her words carefully when she interjected, "I'm going to bring in 'grand- mother' now, to end this conversation."

The significance of this appeal to what might be called 'grandmother authority' seems to be that the grandmother in question had undergone a 'change of heart', which saw her move from a position of opposition to gay adoption to one of support, and this, despite being what Ms O' Callaghan had taken great care to characterise her as earlier "*a typical traditional middle Ireland woman*"

In the view of Mr Dolan, the characterisation was clearly designed to persuade those with "traditional" values to identify with "grandmother" and change their own position.

Indeed, the method of making the *messenger* (in this case 'grandmother') appear similar to the *target* audience is a well known effective propaganda tool, discovered by Carl Hovland during his classic 1940's wartime research on attitude change (Communication and Persuasion: Psychological Studies of Opinion Change, 1982, Westport CT: Greenwood Press).

*Although the method is in regular use with advertisers today, the BCC, in rejecting the complaint, crucially and incredibly failed to refer to this key point in Mr Dolan's argument.*

In a separate development, another RTÉ programme appears to have used a similar device. In the October 7 episode of *Would You Believe*, a grandmother (and mother of a gay son) is asked if she found it hurtful when people reject homosexual behaviour, to which she answers 'yes'.

**"T**here is a sense in which all political leaders and media masters have felt their infallibility"

...  
Newstalk panellist Cian O'Flaherty commenting on the outcome of the Treaty of Lisbon referendum—Newstalk, Culture Shock, Fionn Davenport, 14 June, 2008

**"G**ive us a break Pat! – King Obama is the most outspoken advocate of partial birth abortion in the 2008 (presidential) race! A better comparison than Martin Luther King is another king who made the news at this time of year, King Herod!" -

...  
Text referring to comparison of Barack Obama with Martin Luther King—Today with Pat Kenny—RTÉ Radio One, 9 January, 2008

**"T**ake the haughty contempt for ordinary Irish people of a 19th Century landlord and then blend it with a Robert Mugabe approach to democracy and you're still not close to the arrogance of Ireland's secular media establishment.

...  
**Marc Coleman, The Sunday Independent, 27 July, 2008**

**"I**t said that it was possible that the media was being influenced in its coverage of drink related issues by its desire not to upset the industry" !!

..  
RTÉ's Sharon Gaffney, referring to the Irish College of Psychiatrists' Faculty of Addiction Psychiatry Policy Paper: *Supporting a Ban on Alcohol Advertising in Ireland—Protecting Children and Adolescents*—RTÉ News At One—18 September, 2008

**"Instant hit hedonism of 'lads mags'"**

THE UK CONSERVATIVE PARTY Shadow education secretary Michael Gove has said that the instant-hit hedonism of lads mags does not help our broken society.

"The images they use and project reinforce a very narrow conception of beauty and a shallow approach towards women.

They celebrate thrill-seeking and instant gratification without ever allowing any thought of responsibility towards others, or commitment, to intrude," he said.

**New evidence television is harmful to children under 3 years of age—**

THE FRENCH GOVERNMENT has decided to act to protect children from television. This is because of new evidence suggesting that even child targeted programmes are having a detrimental effect on children's mental development.

**Film Censor's identity crisis resolved !**

THE FILM CENSOR'S NAME has been changed to 'film classifier'.

In a manner which would have made Sir Humphrey proud, new legislation was effectively sneaked through the Oireachtas before the summer recess. This was accomplished on several fronts: in the days and weeks leading up to the change, there was a complete absence of any reference to it, either in the media generally or on the IFCO's own website; the legislation came into law on a Sunday when vigilance would be low; and the content of the legislation was not at all clear from its title.

In the past, the Film Censor/Classifier, Mr Kelleher has come under repeated criticism from FMA and others for his failure to protect the public from harmful material as required by the 1923 Censorship of Films Act.

And although it might at first appear that the use of the term 'classifier' instead of 'censor' might see an end to censorship, altogether, FMA has drawn attention to the emergence of 'neo-censorship'. Instead of being directed against what is bad 'neo-censorship' is instead directed *against family values*. "Woe to those who ..." (see cover).