



# TE WAHA NUI

FREE

"The Big Mouth" — an AUT journalism publication

No 18, August 17, 2007



## AUT News

ROOKIE time for fashion students

p8



## Fair Trade

Ethical goods support slow among Kiwis

p9



## Cycling Award

Young cyclist scoops golden mentor

p10



PHOTO: JAMES LITTLE

## Cereal shocker no joke for sisters

By Chelsea Burke

An Auckland father is furious at what he says is an inappropriate joke his daughter found in a Hubbards cereal box.

The *Clipboard* newsletter in one of Auckland mayor Dick Hubbard's cereals mentions pregnancy before marriage, free marijuana, cocaine, ecstasy and AIDS.

Father-of-three Andy Slater says he nearly choked when he heard his 10-year-old daughter telling the joke to her seven and five-year-old sisters at breakfast.

"If I could have got hold of someone at Hubbards on Saturday morning they would've got a real earful," says Slater.

The company has called Slater twice since. He says the callers were fairly apologetic and agreed the joke was not suitable for young ears.

Slater says he wouldn't expect reference to sex and drugs to come out of the Honey Bumbles cereal because Hubbards' marketing is very family-orientated.

"I'm not a prude by any stretch of the imagination. Believe me I'm no angel, but that's not what we want in front of our children at that age," he says.

"If that was in a movie it would have been rated PG or R16 or something like that. It certainly wouldn't be family Disney stuff," he says.

Consumers' Institute chief executive Suzanne Chetwin says the Advertising Standards Authority would be the body to complain to.

She says she hasn't seen the joke but "hypothetically speaking, I presume that Hubbards will be apologising".

"I don't know what the marketing manager was thinking when it was decided that it was appropriate to put those sort of messages in cereal boxes that may or may not be opened by children."

But Hubbards' chief executive Doug Paulin is satisfied the material is suitable for a younger audience.

Continued on page three . . .

**MARCHING TO SUCCESS:** Green MP Sue Bradford's youth rates bill passed through its committee stages in Parliament this week. This came a day after the National Distribution Union (NDU) and New Zealand's largest supermarket employer, Progressive Enterprises, announced youths employed in Countdown, Foodtown and

Woolworths stores would receive adult pay rates. Under current proposals, the increased rates kick in when a youth has been employed for three months or 200 hours, whichever comes first.

See page three for the full story.

# Journalism in crisis

By Mike Kilpatrick

Further redundancies. Increasing consolidation of media ownership. Poor pay and conditions. Outdated ethics codes. New Zealand journalism is in crisis and it is time to stand up and do something about it.

That was the warning from the *Journalism Matters* conference in Wellington on August 11 and 12.

The conference, organised by the Engineering Printing and Manufacturing Union (EPMU), attracted around 115 people, including union members, academics and media executives.

And delegates at the Parliament-based event were left in no doubt that failure to

act was not only a danger to journalism, but a threat to democracy.

Delegates heard from industry heavyweights, such as former journalist and newspaper editor Judy McGregor, immediate past president of the International Federation of Journalists Chris Warren and Press Gallery chair Vernon Small.

Dr McGregor set the scene for the two days in her keynote speech, urging journalists to "make some noise", a phrase borrowed from Amnesty International.

Journalists and the public will now have a chance to do just that, with the EPMU announcing a wide-ranging review of the industry at the close of the conference.

Public submissions will be sought on issues such as media ownership, the impact of new technologies, the wages and conditions of journalists and the role of public broadcasting.

The review panel will comprise representatives of the union, academia and media companies, and includes the AUT University journalism curriculum leader, associate professor

**"It's important that we continue to involve the public in any debate about media standards."**

Martin Hirst.

Dr Hirst says it was important a real plan of action emerged from the conference.

"Otherwise it would just have been a lot of hot air and there's enough of that in [Parliament] already."

But that review cannot be carried out in isolation, he says.

"It's important we continue to involve the public in any debate about media standards."

As well as the general industry review, the EPMU will also encourage public submissions as it looks to rewrite its code of ethics to better reflect journalism in the 21st century.

**For more on *Te Waha Nui's* coverage of the *Journalism Matters* summit, turn to pages six and seven.**