

# 2004: January-February

## JANUARY 2004

Most of this month has spent adding alot of material to the MEDIA POLITICS website as the political season has heated up; in addition, a new SUPER BOWL 2004 page has been created, where upon I have posted related news articles about the game and the ever present advertising

Jan. 29 Study: [Most US Consumers Get Their News from Papers](#)  
[Full report](#) in pdf format

Jan.15 UCLA Center for Communication policy, releases study on [World Internet Report](#); added articles to MEDIA/POLITICS

Jan.13 added Neuromarketing article to ADVERTISING; Story on grocery "slotting" to PRODUCT PLACEMENT;

story on Super Bowl Ad costs to SPORTS ADS & MATH IN THE MEDIA

Jan. 12 Pew Research Study on [Bias Perception in Sources of Political News](#)

-Added new info under Media/Politics; Who is the Audience

– English Journal (Jan.2004) issue devoted to Popular Culture, see ARTICLES

– updated EVENTS list; posted Media Literacy Goes To School in ARTICLES; added Teacher Guide to Making Student Movies

## FEBRUARY 2004

Feb.25 Americans Use Twice As Much Media As they Admit, [study](#)  
TV Ads Aimed at Kids Must Change, [USA Today](#)

Feb.24 [Role of Media In Childhood Obesity](#), Kaiser Family Foundation

[Advertisers respond to psychology study](#)

Feb.23 Psychologists Urge Ad Limits for Kids, [Study](#)

Feb.23 [Studies](#) Say Violent Video Games Make Children Aggressive

Feb.21 Research [Study](#) on Impact of Sexual Imagery on TV

Feb.20 altered photo of Sen. John Kerry with Jane Fonda; see [Is Seeing Believing?](#)

Feb.17 [JAMA Study](#): Unlabeled content in some teen video games

February issue of School Library Journal (Vol. 50 Issue 2, pg 32) [recommends](#) the Media Literacy Clearinghouse

February 16: added Classic Tobacco Ads to Smoking activity website

February 11: Both the [US House](#) & [US Senate](#) held separate hearings on broadcast indecency, as a result of various events, including the [Super Bowl 2004](#) half time show

February issue of "Current Health 2" ( in-school high school magazine) cover story is

"Smoke Scenes on the Big Screen: Are Tobacco Advertisers Using Movies to Target You?"

Feb.3 [Study](#) Shows PreSchoolers Can Be Taught to Watch Less TV