

2004: October-November

NOVEMBER 2004

- 30 [Channel Surfers paying less attention to TV](#)
- 23 9th Annual Video game report card, [PR](#), [NIMF](#) webpage
- 18 restructured ADVERTISING category
- 10 unveiled Cosmetic ads webpage
- 9 [Tuning In To A Problem](#), Wash Post article on TVs impact on youngest viewers;
- restructured the look and layout of New Books page
- 9 Scholastic's INSTRUCTOR magazine (Nov/Dec.04) [recommends MLC website](#)
- 3 [Pediatricians Report](#) Media Use is Linked to Serious Public Health Issues
- 1 [Bush Mounted More Personal Attack Ads Than Kerry](#), Study
- [Broadcast Industry Increases Lobbying Budget, Study Says](#)
- [AAP newsletter](#) contains several articles related to children & media

OCTOBER 2004

- 27 [The Partnership for 21st Century Skills Releases English ICT Map](#)
- 26 Gallup Poll: [Teen Leisure habits](#): TV still on top
- 25 Adage: [2004 Magazines of the year](#)
- 19 CMPA [Study of campaign coverage](#) on major networks
- 16 [Panel: US newspapers running more tragic photos in wake of 9/11](#)
- 12 [Study: Alcohol Ads Up 97 Percent In 3 Years](#)
- 4 [Study](#): More Internet ads in presidential race, but TV still dominates
- October issue of Reader's Digest magazine has an interesting article called: Terrorists & The Movies:
Can Hollywood make us safer? which reviews recent films with terrorism in the plots
- The October issue of Career World magazine (an in school magazine published

by Weekly Reader, features [BREAKING NEWS](#), a cover story on working in journalism