

# 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