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Paper No. 19
TOWARDS A BALANCED TV DIET FOR KIDS

Presented by: Karen Cheah
22 May 1998
TOWARDS A BALANCED TV DIET FOR KIDS

- TV Junk Food: A Big Stomach Ache
- Nutritious TV: Going On A Power Diet
- Discovery Kids: A Case Study
- Getting Kids To Eat Their Greens
- Parents: The Frontline
TV JUNK FOOD: A BIG STOMACH ACHE

Kids Watch a LOT of TV
- 18,000 hours by high school (vs. 13,000 hours in school)

A Lot of It Is Junk
- Low in nutrition
- Okay in moderation

Much of That is Toxic Junk
- 100,000 televised acts of violence (incl. 8,000 murders) by 6th grade
- 14,000 acts of sexual contact or innuendo in TV programs and ads
TV JUNK FOOD: A BIG STOMACH ACHE Behavior?
NUTRITIOUS TV

Nutritious TV Can:

• engage your child, physically and intellectually
• increase a child’s emotional and cognitive skills
• motivate children to enjoy reading
• spark curiosity about the world
DISCOVERY KIDS: A CASE STUDY

The young person’s introduction to the world of non-fiction entertainment.

The place on television that speaks directly to kid about the real world in a language they can hear.

The Discovery Experience brought to young people in a fun, energetic and enlightening fashion.
DISCOVERY KIDS: RESEARCH - TWEENS

Increasing interest in reality

Kids prefer shows that show life from their perspective

TV the most common family activity
DISCOVERY KIDS: LATIN AMERICA

Launched 24-hour channel January, 1997

6 million HHs

Spanish and Portuguese

Focus Group Findings

- parents reaction very positive - “close to the ideal channel,” association with core brand very positive
- overall reaction from kids very positive - “just for me”
DISCOVERY KIDS:
USA

Launched Kids Block April, 1997

Sunday 9am-12noon

73 million HHs

300% increase in ratings vs. a year ago

Current equity - kids programming that is informative in an interesting way
DISCOVERY KIDS:
ASIA

Launched Kids Block November, 1997

Sunday 10am-12noon

Taiwan, Philippines, Thailand, Malaysia, Indonesia, India

Voice dubbed into Mandarin, Thai, Hindi

Studying feasibility of Australia, Japan
INDIA

“I am studying in Standard 7th and I regularly watch your programmes. They are simply great and informative. I also happen to discuss about the various topics during our school interaction session”

MALAYSIA

“I always watch Discovery Kids. It’s very fun. Can you tell me about the latest PC games?? And also tell me about the fastest on the world?? Please reply to me soon.”

PHILIPPINES

“I really like your show...I just wanted to know how do u differentiate a female comodo dragon [did I spell that right?] from a male. They are really quite unique, though a little disgusting.”

“I really enjoyed what you guys played yesterday (the ten deadliest rattlesnakes, cobras). Even my dad was glued to the tv. This time it was me who had to peel him off at dinner time.”

THAILAND

“I watch Discovery Kids every week. I want more tv programs about Spaceships, Stars, and Lost Creatures. You should make Sunday Discovery Kids Day, so I can watch tv all day.”
GETTING KIDS TO EAT THEIR GREENS

MAKE IT TASTY THROUGH EXECUTION

• clever and brisk dialogue
• spellbinding or bizarre plots
• characters/hosts same age or slightly older
• spirited and contemporary music
• light and kid-oriented commercials
• humor
PARENTS:  
THE BEST DIETICIANS

KIDS ARE WHAT THEY WATCH

• understand what’s out there
• bring consumption under control
• make viewing a planned event
• prepare a balanced TV meal
• don’t just sit there after eating
"This instrument can teach, it can illuminate; yes, and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it is merely lights and wires in a box."

- Edward R. Murrow, 1958