

20.05.10



## NEWS

### Coalition to 'crack down'

HM Government published its coalition agreement this morning. In the 'Families and Children' section, the new administration pledged to "crack down on irresponsible advertising and marketing, especially to children [and] take steps to tackle the commercialisation and sexualisation of childhood".

Quite what 'irresponsible' advertising needs to be 'cracked down' upon and why is less clear. Of course, we will be staying close to policy makers to ask these questions, championing responsibility in advertising and urging Government to consider how successfully this is already being delivered through good industry practice and a robust regulatory framework.

The document also gave assurances to promote a "strong and diverse local media industry", which is a very good thing.

### AA Top Team

We are delighted to announce that Karen Fraser and Ged Glover will join the Advertising Association in June. Karen will head up our Research facility, CREDOS, whilst Ged is our new Commercial Director. Our press release is [HERE](#).

### IPA go East

The Institute of Practitioners of Advertising (IPA) has corralled industry leaders into action, in a call for 100 Chinese Consumer Brands to 'go global'. Chosen as business ambassadors by UK Trade & Investment (UKTI), UK advertising chiefs will be making the case for international image perception during a week-long trip. More [HERE](#)

### Marie Stopes

The first British commercial to provide information on post-conception advice services will be aired next week. The ad is for Marie Stopes, who say that its intention is not to promote abortion, but to provide information. It has been hailed as a really good thing by some, and a really bad thing by others. Pretty well-balanced article on it [HERE](#).

### More, More, More

- + Mike Baker, formerly of CBS Outdoor, will be the OAA's new Chief Executive. He starts next week – [HERE](#).
- + OFT gives Project Canvas the nod – [HERE](#).
- + British Library to upload old newspapers - [HERE](#)
- + UKOM say that Brits dig Social Networking - [HERE](#)

+ Blog on Sustainability and the ASA [HERE](#)

## EVENTS

### DPA Digital Publishing Awards open with PPA backing

Entry to the 2010 Digital Publishing Awards, the top event in the digital publishing sector, bringing recognition and status to winning brands, teams and individuals, opened for online entries on Tuesday 4<sup>th</sup> May.

Closing date for entries for the Digital Publishing Awards, sponsored by the DPA and the PPA's Business Media Group, is Friday 25<sup>th</sup> June, with Awards presented at a Gala Dinner that follows the DPA Annual Digital Publishing Conference, 18<sup>th</sup> November, the De Vere Grand, Brighton. For further information visit the dedicated website [HERE](#).

### Debating Group – dates for your diary

Below are the advance dates for upcoming Debating Group debates:

14 June 2010 (*JICREG*)

18 October 2010 (*Direct Marketing Association*)

29 November 2010 (*Advertising Association*)

24 January 2011 (*Chartered Institute of Marketing*)

Further information about the Debating Group [HERE](#).

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