

THE PARENT SOURCE

YOUR CULTURAL CONNECTION

SEPT 2010

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I-PORN ???

With technology always advancing and new must-have gadgets coming out every month, lots of developers are looking to cash in on the newest trends. The Porn industry is no different. Apple announced the release of their new I-phone 4 and its *FaceTime* videoconference feature which allows you to see the person you are talking to on your screen while they can see you on theirs. Shortly after this announcement, job advertisements from adult entertainment companies began to pop up on craigslist. Several pornography companies have developed *video-sex chat services* and are looking for video phone-sex operators. This seems to be the pattern with the pornography industry; from vhs to DVDs to internet and now to cell phones. The porn industry has worked hard to be early adopters. Only time will tell if this new trend takes off. However, developers are confident that they will have no problem building a fan base while charging *5-6 dollars per minute*.



APPLE'S "NO" PORN POLICY



Apple has been breaking new ground when it comes to cell phones since they released the very first I-Phone in early 2008. They have introduced the world to "Apps" and the capability to browse the internet from your phone just like with a computer. However, in all of their advancements they have been very clear that pornographic apps will not be allowed in their app stores. In fact Apple has even gone as far as to say that *"It is Apple's moral responsibility to keep pornography off the iPhone."* However, just like apple is unable to control who iphone owners call, the company will also have difficulties dictating how *Facetime* is used. Many experts are saying customers will understand that *Apple cannot control what goes on in private chats*. It is important for parents to know that the *FaceTime* feature can be turned off on your child's phone if you do not want them to have access to it.



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WHAT IS JERSEY SHORE SEASON 2 ALL ABOUT?

MTV premiered the second season of their hit reality show *Jersey Shore* in late July. Housemates Jenni "JWoww," Mike "The Situation," Nicole "Snooki," Paul "DJ Pauly D," Ronnie Ortiz-Magro, Sammi "Sweetheart," and Vinny head south to Miami for a break from Jersey's colder weather. Upon arriving at their

house, they find Angelina "Jolie" has returned to the show, a cast member that had been removed from the show during season one. While the cast is setup to work in a South Beach gelato shop, the show focuses more on the beach and nightlife escapades of the eight housemates. Early episodes of season 2 focus on the dating relationship between Sammi and Ronnie. Ronnie is cheating on Sammi behind her back and the rest of the gang struggle with whether to tell Sammi. Many of the episodes depict the cast going to clubs, getting drunk, and dancing provocatively. This show also contains lots of sexual conversation and also shows many of the cast members naked and involved in sexual acts while blurring out the nudity.

SLANG FROM THE SHORE

GTL— Gym, Tan, Laundry, (what the guys do everyday before they party)

GRENADE—A big ugly girl

LANDMINE— A thin ugly girl

SMUSH— to have sex

CREEP— to seek out a potential hook-up

FIST PUMP— a dance move used to show excitement at the clubs

POUF— a female hairdo in which a large mountain of hair is piled on the crown of the head

BLOW-OUT— a sculpted male hairdo that uses styling gel and a hair dryer to create a frozen wall of hair.

HOW POPULAR IS JERSEY SHORE?

Season One of *Jersey Shore* was the number one ranked cable television show among 12-34 yr olds. While the first season averaged 2.7 million viewers a week, season two has averaged over 5 million viewers an episode. The week of August 19th had a series high of 5.5 million. *Jersey Shore* is rated TV-14 and appears Thurs at 10pm EST.

If You Really Knew Me is a brand new reality show that is currently airing on MTV. The show focuses on youth subculture and different cliques in High Schools. Students from different cliques are brought together to participate in "Challenge Day." "Challenge Day" is a program that has been around since 1987. During "Challenge Day" students from all walks of life join together in one room. Then each student is assigned to a group where they must reveal something personal about themselves. It's at this point where each student begins their dialog with the words "If you really knew me..." The show has featured touching moments that include students sharing with one another about cutting, pain from divorce, hurt from racism, suicidal thoughts, and much more. Many of the participants become emotional when they realize that have contributed to the hurt of others in that room. As an end result "Challenge Day" strives to encourage students to love their fellow classmates and to consider the issues that they are dealing with on a daily basis. As a parent or anybody who works with teens it would benefit you to watch this show. It does an excellent job of accurately portraying some of the difficulties today's teens are faced with.





Most teens admit to driving while distracted.

A recent survey by Seventeen magazine and auto club AAA concluded that nearly 9 out of 10 teen drivers have engaged in distracted-driving behaviors such as texting or talking on a cell phone. Ironically most of the teens surveyed acknowledged that this kind of behavior increases their risk of being involved in an accident. In a recent USA today article William Van Tassel, the manager of AAA's driver training programs said "Driving is the first real adult responsibility, but lets face it, they're still teens whose brains aren't fully developed." This reality is one that parents shouldn't take lightly. According to the National Highway Traffic Safety Administration almost 6,000 highway deaths each year involve distracted driving. Because of this many states are cracking down on distracted driving. In fact 11 states have banned texting while driving this year and 30 other states now have passed similar prohibitions for all drivers. Use the following survey findings to start a conversation with your teen about distracted driving.

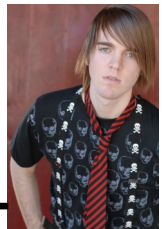
Drivers ages 18-19 are more likely to engage in distracted driving than those 16-17

Teens gave researchers startling reasons why they engage in distracted driving: It takes only a split second (41%); they don't think they'll get hurt (35%); it makes driving less boring (22%); and they're used to being connected to people all the time (21%).

Teens driving their own vehicles are more prone to distracted driving than those who share an automobile with others. For instance, 20% of teens who share vehicles had texted while driving, compared with 35% of teens with their own cars.

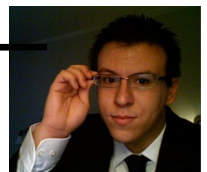
TOP 5 INDEPENDENT ACT MONEY MAKERS ON YouTube

Shane Dawson *\$315,000/ 431,787,450 views* Clean-living, wholesome 22-year-old Californian comic actor producing home-made sketches.



The Annoying Orange *\$288,000/ 349,753,047 views* Animated fruit created by Dane Boedigheimer that could soon appear on television.

Phillip DeFranco *\$181,000/248,735,032 views* Video blogger (vlogger) who sarcastically gives his opinions on current events, politics, and celebrity gossip.



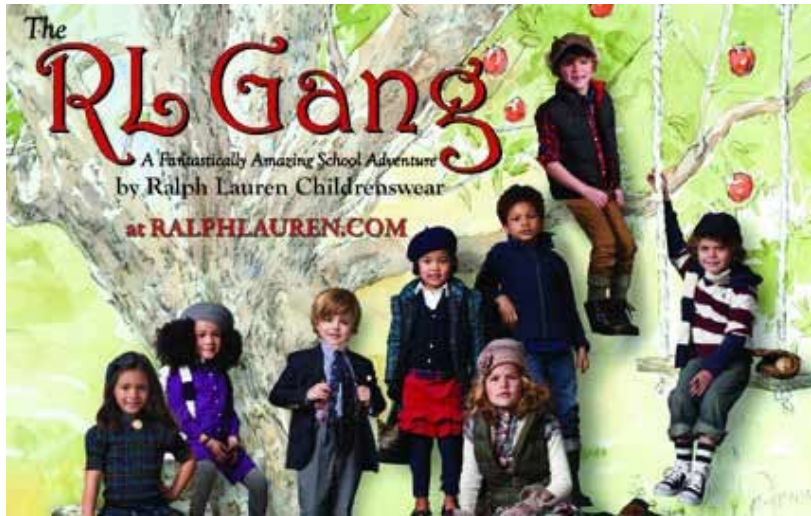
Ryan Higa *\$151,000/ 206,979,909 views* Also known as Nigahiga, the Hawaiian-born Japanese-American evolved from lip-synching to original comedy and has had more than 150 million hits. Videos *How to be Gangster* and *How to be Ninja* went viral for him and his Yabo Crew.

Fred Figglehorn *\$146,000/200,656,150 views* Lucas Cruikshank, 16, whose silly videos aimed at children are soon to appear on Nickelodeon.



Kid's Culture

The popular clothing company Ralph Lauren has started a new marketing concept aimed at young children. In the children's section of their website you will find an interactive online story book called *The RL Gang: A Fantastically Amazing School Adventure*. The story chronicles 8 children as they start their first day of school in a video storybook. The video book is narrated by famous musician and composer Harry Connick Jr.



What is most unique about this feature is the ability to shop throughout the story. As the story is told, children can move their mouse over the articles of clothing the characters are wearing to order that item. This feature is geared specifically towards small children, which means the Ralph Lauren company is counting on children as young as 4 or 5 to be able to shop with their parents online. It is an interesting development in marketing towards children and proves that companies are taking advantage of the fact that any age child can influence the spending of their parents. Marketers plant the seeds of brand recognition in very young children, in hopes that the seeds will grow into lifetime relationships.

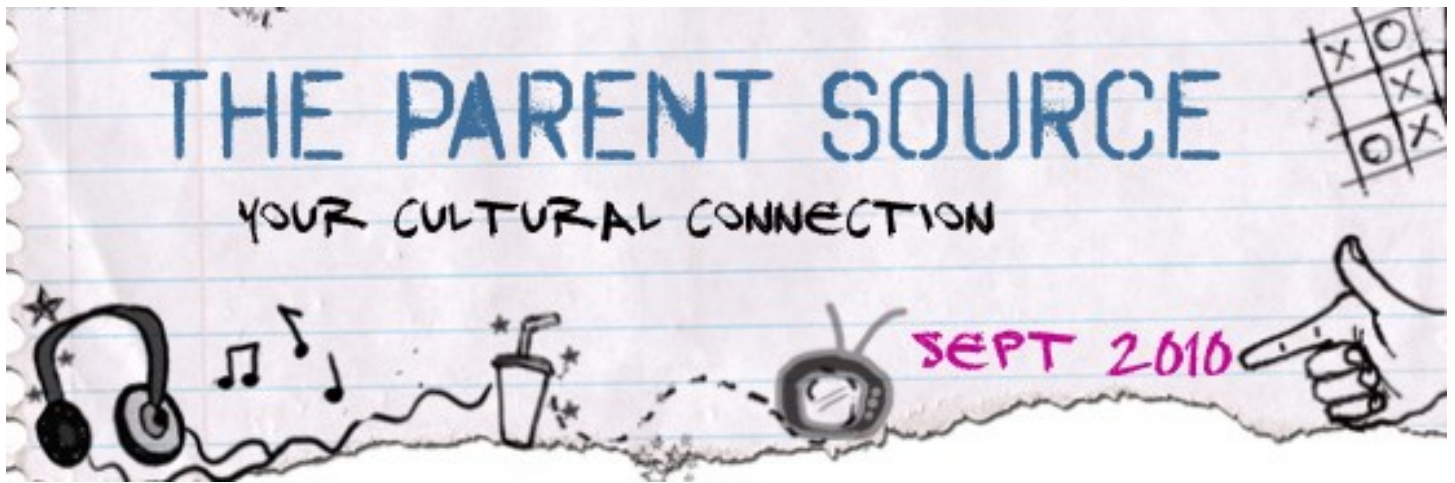
"We are relying on the kid to pester the mom to buy the product, rather than going straight to the mom."
Barbara A. Martino, Advertising Executive
http://www.mediaawareness.ca/english/parents/marketing/marketers_target_kids.cfm

According to the Center of a New American Dream, babies as young as six months of age can form mental images of corporate logos and mascots. Brand loyalties can be established as early as age two, and by the time children head off to school most can recognize hundreds of brand logos.
http://www.mediaawareness.ca/english/parents/marketing/marketers_target_kids.cfm

Parents: Do be aware of marketing aimed towards your children, and how your children respond to it. Be sure to find opportunities to point out the difference between needs and wants.

QUICK TIP FOR TALKING TO YOUR KID ABOUT ADVERTISING

Explain how advertising works. Talk about how the job of marketers is to play on human insecurities by creating ads that imply their products will improve our lives and bring us happiness. Have kids make a list of the good things in their lives (the things they value) and then make a list of the things they wish they could buy. Have them compare the "real life" list with the "wish" list. Do they think the things on the wish list will bring them happiness? If so, why?



The questions below are designed for you to ask your teen. Use these questions as conversation starters about these topics.

Iphone pornography- What do you think about this feature on the I Phone?
What good and bad things can come from this feature?

Jersey Shore- Why do you think this show is popular?
What message does this show send about young adult life?

If You Really Knew Me- Are there things you wish you could share with your peers?
If I really knew you, tell me something I would know.

Driving Distractions- What are the dangers of driving distracted?
If a teen knows the risks of distracted driving, why do they do it anyway?

Child Advertising- Do you think commercials always tell the truth?
Why don't the things we buy make us happy?
What makes you happy?