

TEENAGE MAGAZINE ARBITRATION PANEL

ANNUAL REPORT

1999-2000

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Foreword

Although receiving no formal complaints about the sexual content of magazines aimed at girls under the age of fifteen during this year, the TMAP panel has not been inactive, meeting on four occasions.

The TMAP secretariat has been involved in meetings with the government's Teenage Pregnancy Unit (TPU), which is running a series of advertisements focussed on teenage sexuality. These ads have highlighted aspects of teenage sexual behaviour, sexual health promotion, teenage pregnancy, its prevention and its impact on young mothers' lives. Magazine editors and publishers remain acutely aware of their relationship with their readers, who regard the magazines as understanding the real lives and problems of girls (and some boys) in their early teenage years. There was concern that the placement of these advertisements should not affect their reputation for talking *with* rather than *at* young people.

In the event, this advertising campaign, with a development phase closer to the timescales of the civil service rather than the advertising or magazine industries, produced attractive images to carry their message.

Research has shown that in the UK, magazines targeted at teenage girls remain a trusted source of information for the under-16s. Recognising the importance of TMAP's role to self-regulate this sector of the magazine industry, the Panel decided that we had a duty to raise the awareness of magazine staff to the existence, aims and content of the Guidelines. In addition we wanted editorial staff to have access to significant new research on teenage sexual health

To that end a TMAP Forum was held, which I chaired, at the PPA offices on 28 September, well attended by 30 or so publishers, editors and editorial staff. We had excellent presentations, by Anne Weyman, director of the Family Planning Association on patterns of teenage sexual behaviour, Paddy Feeny on the work of the TPU, and Jane Allen of Nottingham University, who had co-authored an important piece of research on the consultation patterns and provision of contraception in general practice of a cohort of girls who became pregnant as teenagers. These three excellent presentations, two reflecting recent research findings (Jane Allen and her colleague' paper was only published in the British Medical Journal in August 2000) and one reporting work in progress in the Teenage Pregnancy Unit were appreciated by the audience and produced lively debate and comment.

This knowledgeable audience interpreted the (apparently surprising) finding that the majority of pregnant teenage girls had in fact consulted their GPs about contraception in the previous year might be more closely related to the effectiveness of teaching the method and ease/informality of follow-up visits in a general practice setting. This contrasted with the interpretation in some newspaper reports which had made the unvalidated assumption that teenagers are too foolish or feckless to make the best use of the contraceptive services provided in general practice. Jane Allen agreed that the findings actually pointed the need

for further prospective research comparing outcomes for teenagers who have used GP-based services and specialist young peoples' clinic services.

Following the success of this forum, the TMAP panel decided to establish it as an annual event, to reiterate the background and reasons for our establishment and to remind the editors of the need for briefing about the operation of the TMAP guidelines during the induction of new editorial staff.

The Government's Sexual Health Strategy is awaited. TMAP panel members anticipate that it will give an inspirational lead to the UK in developing a holistic approach to the broad topic of sexual health. TMAP hopes that this will echo the approach in Holland, a country which has been associated with impressive indicators of teenage sexual health, most notably a teenage pregnancy rate that is one sixth of the level in the UK.

One issue TMAP will particularly be focussing on in the coming year will be that of retail display and positioning of teenage magazines. When TMAP was first set up in 1996, a considerable amount of work was done to inform retailers and distributors that teenage magazines should, wherever possible, be placed well away from older women's magazines. We have since met with the National Federation of Retail Newsagents to reinforce the message, but TMAP is aware that this issue is one which needs to be continually raised and monitored in order to ensure that teenage magazines are placed according to the directions given by publishers.

Regarding Panel membership, Dr Aidan Macfarlane has retired from the NHS and this Panel, and our lawyer panel member, Nigel Fleming QC withdrew owing to heavy work pressures. I am grateful for their support, most particularly in the establishment of TMAP. We are now in the process of appointing new members, looking in particular for a lawyer with experience in relevant fields, and for a member with insight into child protection issues.

We were delighted to welcome back Nick Mazur this year, who had steered PPA through the process of establishing TMAP in the more hostile political climate of 1996, and has returned as deputy chief executive of the PPA, with overall responsibility for TMAP.

I wish also to thank Safo Kordestani who looks after the secretariat responsibilities of TMAP for her work over the year.

Dr. Fleur Fisher
TMAP Chairman

About TMAP

The Teenage Magazine Arbitration Panel (TMAP) monitors the sexual content of teenage magazines, ensuring that all sexual information in such magazines remains accurate and appropriate for the target readership, and in accordance with the TMAP guidelines. The guidelines are the publishing industry's own standards, produced in co-operation with magazine publishers, editors and retailers, and approved by the Home Office. They are administered by a Panel of health professionals and publishers who meet to adjudicate on complaints and to decide whether there has been a breach of the guidelines. Magazines falling within the remit of TMAP are all those where 25 per cent or more of the readership are girls aged under 15 years.

Complaints in 2000

No complaints have been received or adjudicated on by the Panel since the last report was published.

The Panel

The Panel currently consists of representatives from the fields of child public health and publishing and is chaired by Dr. Fleur Fisher. The Panel welcomed Lysanne Sampson, editorial director of *Sugar* magazine, who replaced Clare James at the beginning of the year. Nigel Fleming QC has stepped down from the Panel. TMAP thanks him for his contribution, and is seeking appropriate replacements for both Nigel Fleming and Dr. MacFarlane, who retired last year.

Dr. Fleur Fisher

A former Head of the British Medical Association's Ethics, Science and Information Division, she is now chairman of the BMA Foundation for Aids and vice-chairman of the International HIV/AIDS Alliance.

Before joining the staff of the BMA in 1991, she spent fifteen years in family planning developing community services and educational programmes for doctors, nurses, teachers, and social workers. She has worked on sex education programmes with teachers and social workers and for Piccadilly Radio and Granada TV.

Dr. Diana Ernaelsteen

Dr. Diana Ernaelsteen CBE is a paediatrician. From 1983 to 1995 she was senior medical officer to the Department of Health and senior medical adviser to the Department of Education and Her Majesty's Inspectorate (OFSTED). She has been consultant medical adviser to the Department for Education and Employment since 1995. She is honorary senior consultant paediatrician to the Tavistock Clinic and was, until recently, chairman of the National Association for the Education of Sick Children.

Sarah Fisher

Sarah Fisher is the publishing director of *Mizz*, IPC Media's highly successful lifestyle magazine for pre-teen girls. Formerly publisher of both *Mizz* and *19* magazine Sarah has had responsibility for IPC's publishing interests within the young women's market since November 1996. Sarah has been a member of the TMAP panel throughout this period. Sarah's career with IPC Media spans 10 years during which time she has worked across a broad range of titles from *Country Life* to *Marie Claire*.

Marie O'Riordan

Marie O'Riordan, former editor of *Elle*, is group publishing director of youth titles at EMAP Elan which publishes *Bliss* and *J17*.

Lysanne Sampson

Lysanne Sampson has been editorial director of *Sugar* magazine since January 1999, overseeing *Sugar* (UK), *Sugar* (Germany), *16* magazine and new magazine launches. Lysanne joined *Sugar* in December 1996 as deputy editor, moving on to launch *16* magazine in Germany.

She has freelanced in a wide range of titles, from *Melody Maker* to *more* magazine, joining *19* magazine in 1992 as a junior sub editor and moving up to become features editor.

The Panel is administered by PPA through the TMAP secretariat.

Monitoring

Agony aunt qualifications have been received and checked from the following magazines: *Bliss*, *Sugar*, *J17*, *Mizz* and *Shout*. All agony aunts monitored were appropriately qualified and trained to give emotional and medical advice.

All magazines within the remit of TMAP are regularly monitored by the Panel's non-publishing members.

Sector information

Mintel International's September 2000 report on teenage magazines looks at how the sector has developed.

The market, according to Mintel, is characterised by teenagers' need to be kept up-to-date and their desire for immediacy. This translates into a 'must-have' frame of mind, making the titles an essential for many, rather than a treat purchase, so long as they offer the right mix of up-to-date information, gossip and entertainment. Equally, teenagers become very bored very quickly, so publishers need to be exceptionally innovative and responsive to maintain interest and demand.

Mintel's findings confirm the trade's view that 90 per cent of girls buy magazines and are multiple purchasers.

UK RETAIL SALES OF TEENAGE MAGAZINES, BY COVER PRICE REVENUE

1995 – 2000

	£m	Index	£m 1995 prices	Index
1995	63.97	100	63.97	100
1996	68.50	107	67.42	105
1997	80.18	125	78.76	123
1998	75.20	118	75.58	118
1999	75.35	118	78.65	123
2000 (est)	79.59	124	85.49	134

Source: Mintel

MOST POPULAR MAGAZINE TOPICS AMONG GIRLS

	Topic	%
Rank		
1	Music	69
2	Clothes/Fashion	64
3	Movies/TV/Pop stars	54
4	Real life stories	44
= 5	Skincare/Makeup	34
= 5	Problems/Advice pages	34
7	Relationships	22

Source: BMRB/Mintel

Births and Deaths

BBC Worldwide added to their teenage magazine collection with a celebrity title called *Star*, launched in October 2000.

The National Magazine Company is to enter the teenage magazine market with a youth version of *Cosmopolitan* called *Cosmo Girl*. TMAP contacted the magazine to inform them of the guidelines, and the publisher demonstrated its commitment to TMAP by attending the first TMAP forum on 28 September.

EMAP Elan, already represented on the Panel, is to launch *Elle Girl*, to complement *Elle* magazine.

Jump magazine closed, with its publisher, Mollin, going into receivership.

Research and Publications

Of the research published this year – brief summaries of three major research reports follow below. Full copies of the reports, and references, can be found in the British Medical Journal. In addition, in October 2000, the Department for Education and Employment issued new guidance on sex and relationship education. The guidance offers support for schools, teachers and governors on how to deliver effective sex and relationship education.

Association between teenage pregnancy rates and the age and sex of general practitioners: cross sectional survey in Trent 1994-7 (published August 2000)

Objective: To examine variations in teenage pregnancy rates in Trent region and to determine possible associations with local general practice characteristics such as the age and sex of the doctors.

Setting: All 826 general practices in Trent region in existence between 1994 and 1997.

Subjects: All pregnancies of teenagers aged 13 to 19 between 1994 and 1997 that resulted in an admission to an NHS hospital.

Main outcome measures: Pregnancy rates for teenagers aged 13 to 19 and general practice characteristics: presence of a female or young doctor (under 36 years old), number of whole time equivalent practice nurses, vocational training status, and partnership size.

Results: Lower teenage pregnancy rates were associated with the presence of a female or young doctor and more nurse time. Practices in deprived areas had higher teenage pregnancy rates.

Conclusion: General practices with female doctors, young doctors, or more nurse time had lower teenage pregnancy rates. The findings may have implications for the mix of health professionals within primary care.

Psychiatric disorders and risky sexual behaviour in young adulthood: cross sectional study in birth cohort (published July 2000)

Objective: To determine if risky sexual intercourse, sexually transmitted diseases, and sexual intercourse at an early age are associated with psychiatric disorder.

Setting: New Zealand in 1993-4.

Participants: 992 study members (487 women) from the Dunedin multidisciplinary health and development study. Complete data were available on both measures for 930 study members.

Main outcome measures: Psychiatric disorders (anxiety, depression, eating disorder, substance dependence, antisocial disorder, mania, schizophrenia spectrum) and measures of sexual behaviour.

Results: Young people diagnosed with substance dependence, schizophrenia spectrum, and antisocial disorders were more likely to engage in risky sexual intercourse, contract sexually transmitted diseases, and have sexual intercourse at an early age (before 16 years). Unexpectedly, so were young people with depressive disorders. Young people with mania were more likely to report risky sexual intercourse and have sexually transmitted diseases. The likelihood of risky behaviour was increased by psychiatric comorbidity.

Conclusions: There is a clear association between risky sexual behaviour and common psychiatric disorders. Although the temporal relation is uncertain, the results indicate the need to co-ordinate sexual medicine with mental health services in the treatment of young people.

Extent of regretted sexual intercourse among young teenagers in Scotland: a cross sectional survey – (published May 2000)

In 1996 and 1997 a questionnaire was administered to all third year pupils in 24 non-denominational state secondary schools in east Scotland as part of a sex education trial. The research was approved by Glasgow University's Ethics Committee for Non-Clinical Research Involving Human Subjects and the relevant local authorities' education departments. An overall participation rate of 94% resulted in 7395 usable questionnaires. The sample was

representative of 14 year olds throughout Scotland in terms of parents' social class and proportion of one parent households.

Experience of heterosexual intercourse was reported by 18.0% (661) of boys and 15.4% (576) of girls, of whom 74.8% (873 from 1167 valid responses) said that their first such experience had occurred since their 13th birthday. For first intercourse 60.2% (735/1220) of respondents reported using a condom throughout, 8.9% (109/1220) using withdrawal, and 18.9% (230/1220) using no contraception. Corresponding proportions for most recent intercourse were 60.7% (503/829), 8.7% (72/829), and 17.4% (144/829). None of these contraceptive data varied significantly by sex. A fifth of girls reported that they had been under some kind of pressure to have sex at both first (19.8% (112/566)) and most recent (18.1% (73/403)) intercourse, compared with 7.0% (45/640) and 9.1% (39/429) respectively for boys.

Two fifths (488; 263 boys, 225 girls) of all respondents said that first intercourse "was at about the right time," but 32% of girls and 27% of boys reported that it had happened too early, and 13% of girls and 5% of boys stated that it should not have happened at all. Such regret was not associated with social class, family composition, or reported condom use for either boys or girls. For boys, reporting that they had exerted pressure was associated with higher levels of regret: no other variables were significantly related to regret. In a multivariate analysis of girls' data, reports of being pressured, exerting pressure, not having planned sexual intercourse with their partner, and relatively high levels of parental monitoring were significantly related to regret.

Reports from young people with recent experience of sexual intercourse showed higher levels of regret for boys and lower levels of regret for girls than previously reported retrospectively by older respondents. For both sexes pressure surrounding the event was associated with regret, and, for girls, relatively high levels of parental monitoring and lack of prior planning with their sexual partner were also significant. In short, for young women regret seemed to be related to lack of control. Health promotion should aim to help young people to develop relationship and negotiation skills. Sexual health education focusing on such skills can increase control. Moreover, anticipated regret is associated with subsequent contraceptive use. Therefore, making young people aware of the potential emotional and relationship consequences of early sexual intercourse may delay first intercourse.

Teenage Pregnancy Seminar

More than 30 teenage magazine editors, and health professionals attended TMAP's first ever forum, held on 28 September. The highly successful event was opened by Dr. Fleur Fisher, who stressed the importance of self-regulatory bodies such as TMAP in safeguarding freedom of speech and ensuring that accurate sexual advice is delivered responsibly. Forum speakers included Anne Weyman, CEO of the Family Planning Association (FPA), Paddy Feeny, of the Government's Teenage Pregnancy Unit (TPU) and Jane Allen, whose team at Nottingham University have recently published ground-breaking research on the causes of teenage pregnancy.

Paddy Feeny outlined the Government's national strategy to curb the rate of teenage pregnancy, and announced a £2million magazine advertising campaign aimed at getting young people to consider delaying first sex. He welcomed magazine involvement in delivering the campaign through advertorials, as well as press ads.

The forum, aimed at teenage magazine editors and editorial staff, will now be an annual event, and will be held again in September 2001.

Teenage Pregnancy Campaign

The Government has already acknowledged the strength of communication between teenage magazines and their readers; they speak with, not preach at young people. That acknowledgement has turned into a £2m commitment to use magazines as part of a three-year ad campaign. The campaign, devised by ad agency Delaney Lund Knox Warren, targets teenagers who are not yet having sex, teens who are in a relationship and are thinking about starting sex, and teens who are sexually active but do not regularly use contraception. The first ad, in magazines' December issue, aimed to explode the playground myth that 'everyone is doing it', and future ads will address relationships (when is the right time to start having sex?); how to get contraception; how to use it; 'urban myths' about sex and the consequences of unprotected sex.

ANNEX 1

Contact

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ANNEX 2

TABLE 1
Youth TGI Figures 2000

TITLE	PUBLISHER	% FEMALE READERSHIP AGED UNDER 15	AVERAGE AGE OF READERSHIP
Big!	EMAP Metro	63.65	12.51
Live & Kicking	BBC Worldwide	66.33	12.08
Shout	DC Thomson	77.73	12.69
Smash Hits	EMAP Metro	77.88	11.93
TV Hits	Attic Futura	61.98	12.79
It's Bliss	EMAP Elan	52.44	14.56
J17	EMAP Elan	46.65	14.75
Mizz	IPC Magazines	76.16	13.25
Sugar	Attic Futura	55.41	14.37
Top of the Pops	BBC Worldwide	74.94	12.16
2000AD	Egmont Fleetway	57.71	13.72

ANNEX 3

Guidelines For Coverage Of Sexual Subject Matter in Teenage Magazines

INTRODUCTION

1.1 The Guidelines are the outcome of discussions between publishers of teenage magazines (represented through the Periodical Publishers Association [PPA]), retailers of teenage magazines (represented by, among others, the British Retail Consortium [BRC], National Federation of Retail Newsagents [NFRN], the Multiple Newsagents Association [MNA]) and magazine editors (represented by the British Society of Magazine Editors [BSME]).

1.2 The Guidelines cover the editorial content of teenage magazines. The final arbiter of the meaning and interpretation of the Guidelines is the Teenage Magazine Arbitration Panel (TMAP), to whom any complaints relating to alleged infractions of the Guidelines should be addressed.

1.3 There is a separate code of practice relating to advertisements, which is produced by the Advertising Standards Authority (ASA), which is the final arbiter in the meaning of the code of practice. The ASA deals with complaints about advertisement content.

SCOPE

2.1 The Guidelines apply to magazines published more than once a year when it is apparent that young women aged under 15 comprise 25% or more of the total readership.

2.2 A list of such titles will be drawn up on the basis of the latest available figures over a 12 month period, using the reports of the Youth Target Group Index survey (Youth TGI) or other figures or bases accepted by the TMAP.

GENERAL PRINCIPLES AND PROCEDURES

3.1 Readers will always be encouraged to take a responsible attitude to sex and contraception, and where relevant to seek advice from General Practitioners and other professionals.

3.2 If sex is being discussed, then safer sex will be highlighted and encouraged wherever relevant.

3.3 Where under-age sex or sexual abuse is discussed it will be clearly stated as illegal. Under-age sex will be discouraged and the age of consent clearly stated.

3.4 Editorial advice will be given in good faith, with relevant professional organisations contacted for guidelines and named within the editorial if appropriate.

3.5 Readers will be encouraged to seek support from parents, guardians or other responsible adults wherever relevant . The emotional consequences of sexual activity will be highlighted where relevant.

3.6 The editorial content of the magazines will reflect the typical concerns of the magazine's readership, with advice given to provide readers with relevant and responsible answers to their concerns.

3.7 It is recognised that magazines have an important role to play in the field of sex education for, and emotional development of, teenagers.

IMPLEMENTATION AND ASSESSMENT

4.1 Publishers of teenage magazines containing subject matter on sexual issues are responsible for ensuring that editorial policies for their magazines fall within the Guidelines.

4.2 Editorial policies with regard to the publication of subject matter on sexual issues will be formally recorded by the publishers. All editorial staff employed to work on such subject matter will be instructed on the magazine's editorial policy and informed of any changes to that policy if relevant.

4.3 Editorial instruction will incorporate clear examples of appropriate and inappropriate editorial treatment of subject matter on sexual issues.

4.4 Each magazine will appoint an independent consultant of good standing to advise the editor on an ongoing basis with regard to sexual, emotional and moral issues.

4.5 An annual audit will be conducted by the Teenage Magazines Arbitration Panel to ensure published material (those titles listed as a result of 2.2 plus any other titles apparently aimed at the defined readership) falls within the Guidelines.

4.6 All teenage magazines containing problem pages will ensure that published letters are based on genuine letters received by those magazines.

4.7 All published responses to letters on problem pages will be provided by relevant, professionally qualified advisors. Relevant qualifications will be approved by the Teenage Magazines Arbitration Panel.

RETAIL DISPLAY

5.1 Publishers will advise distributors and retailers of the appropriate display category of their magazines.

5.2 Distributors and retailers should ensure that displays of magazines reflect the perceived age of purchasers, as communicated by publishers.

ANNEX 4

HOW TO MAKE A COMPLAINT ABOUT THE COVERAGE OF SEX RELATED ISSUES IN TEENAGE MAGAZINES

Teenage magazines play a valuable role in educating teenagers about life. In particular they are used as a source of information about sexual and other emotional issues. To ensure that teenage magazines continue to take great care in providing accurate and informative advice on sexual matters, the industry including publishers, retailers and editors, have produced a set of Guidelines on how sex related material should be treated.

The Guidelines cover magazines where young women aged under 15 years make up 25 per cent or more of the total magazine readership.

If you are unhappy with an article in a teenage magazine, you can make a complaint in the following way:

- If you are unhappy with something in the magazine, you should firstly write to the editor of the magazine as it is important for them to know about your concerns.
- If you are not completely satisfied with the response from the editor, you can write to the Teenage Magazine Arbitration Panel (TMAP). This panel is made up of experts from the field of law, public health and child health care and development and also the magazine publishers themselves. It is administered by the Periodical Publishers Association (PPA), the industry organisation for magazines in the UK.
- All complaints will be carefully considered. If a complaint is clearly not in breach of the Guidelines your letter will be responded to immediately. All other complaints will be considered at TMAP meetings, held quarterly. They will write to let you know when the next meeting is to be held and that they will respond to your complaint at this time.
- If the magazine is considered to be in breach of the Guidelines, TMAP will write to the editor of the relevant magazine to inform them of the breach. A copy of this letter will be sent to you.
- If the magazine is considered to be in breach of the Guidelines, it will be highlighted in TMAP's annual report which will be made available to the Home Office, the publishing industry and other interested parties. You will also be able to obtain a copy.
- There is a separate code for advertising which is supervised and administered by the Advertising Standards Authority (ASA). The ASA will make the final decisions on any complaints about advertising within teenage magazines.

Examples of teenage magazines regulated by the Guidelines include:

<i>Bliss</i> (Emap Elan)	<i>Just Seventeen</i> (EMAP Elan)	<i>Smash Hits</i> (EMAP Metro)
<i>Sugar</i> (Attic Futura)	<i>Mizz</i> (IPC Magazines)	<i>TV Hits</i> (Attic Futura)
<i>Shout</i> (DC Thomson)		

To contact the TMAP and for a copy of the Guidelines or Annual Report please write to:

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*TMAP is a self regulating body whose remit is to ensure that the Guidelines are adhered to.
Breaches are highlighted in a formal way ensuring that mistakes are unlikely to happen again.*

Annex 5

CLIPPINGS