



**Independent Television
Companies Association**
Limited

Representing all the ITV Companies in the United Kingdom
General Secretary: David Shaw Secretary: Ivor Stolliday

DS/KG

13 October 1986

Mr D Webb
Honorary Director
National Campaign for the Reform
of the Obscene Publications Act
15 Sloane Court West
Chelsea
LONDON
SW3 4TD

Dear Mr Webb

Thank you for your letter of 30 September.

I regret that you are unable to appreciate ITCA's position with regard to 'Sunday Sport' and Television Advertising. Our position does not in any way contradict our stance over the OPA, but rather vindicates the arguments which we made at that time.

Our argument against the OPA was based on the fact that the mechanism already exists through the Broadcasting Act, the control exercised by the IBA and its Family Viewing Policy and the integrity of the ITV Companies to safeguard the young and the vulnerable in our society. The current system employed to regulate television broadcasts - including commercials - is effective and provides members of the public and all sections of society with an effective recourse, if it is felt that a problem has arisen or offence has been caused.

It is precisely because we do have such a system which operates to guard against the broadcasting of material which would be contrary to the Broadcasting Act or the Guidelines laid down by the Independent Broadcasting Authority, that the advertisement for dummy proof of 'Sunday Sport' was refused.

Addressing the specific points you raised there never was any "blanket" ban on advertising of 'Sunday Sport'. The refusal by ITCA to accept advertising for 'Sunday Sport' was

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based upon the script and the dummy proof as presented. It was made clear to the Editorial Staff at the time that ITCA was willing to consider any copy re-submitted once the paper was on sale.

The decision reached was not, as you suggest, censorship, but merely reflects that the copy and product submitted would, if transmitted, have been incompatible with the ITV Companies' contractual obligations to the IBA.

The matter is not one where reconsideration is appropriate. An application for Copy Clearance was made, refused, and legal proceedings followed. The matter will rest there until such time as a re-application for Copy Clearance is made by 'Sunday Sport' when the material will be considered afresh.

Yours sincerely



David Shaw
General Secretary

cc: Rt Hon Lord Thompson
Mr D McCall
Mr D Emery
Mr N Welling
Mr P Swaffer
Miss J Vizard