

SPRING 1989

VIEWER AND LISTENER

1989

The 11th March 1989 is so important that we are sending you another reminder that it is the date of National VALA's Silver Jubilee celebration! At this Convention Lord William Rees-Mogg, Chairman of the Broadcasting Standards Council, will be our Guest Speaker.

We are greatly honoured that he has accepted our invitation to address this very special occasion.



LORD WILLIAM REES-MOGG
Chairman of the
Broadcasting Standards Council
GUEST SPEAKER

SILVER

SATURDAY 11th MARCH 1989

10.45 am—3.30 pm

The Waldegrave Hall
All Souls Church
Langham Place
London W1

AGM

(Members only)

4.00pm—5.00pm

JUBILEE

In addition, the Chinese Ambassador to Great Britain, His Excellency Ji Chaozhu, has graciously accepted our invitation to present National VALA's Annual Award. This will be given to the team, British and Chinese, who made the remarkable BBC 2 series 'The Yellow River'.

We will have on display the congratulations and messages of encouragement which are already coming in to Headquarters from people in public life. Why not write to your own Member of Parliament or some other public figure who you think would be supportive. These could be added to the collection.



YEAR

Nearest tube station:
Oxford Circus
Tea & Coffee only
available

AT LAST - A PERSONAL REMINDER

Many members have asked, over the years, if National VALA could issue them with a personal reminder when their subscription becomes due . . .

Our new computer based records have now made it possible to render such a service to all members. Therefore, a reminder letter, including a subscription renewal form, will be sent direct to individual members as from January 1989 onwards. The Viewer and Listener, therefore, no longer includes a subscription form.

VALA operations should also benefit from the issue of such timely reminders. These can help

generate a more steady flow of financial income, to keep in step with our regular expenditure.

Donations to our 'Fighting Fund' will of course still be very welcome at any time — and indeed will be as much needed as ever.

If you have any queries concerning this change of method please write to Headquarters.

ALARMING NEW REPORT

In view of the growing concern about the disturbing effects of the consumption of alcohol, particularly by young people, National VALA monitored the incidence of alcohol in BBC and ITV television programmes between 6.00 pm and Midnight over a period of two weeks between 27th August and the 9th September 1988.

Half the programmes during the period monitored showed people drinking alcohol, talking about drinking it, or included direct or indirect advertising for alcoholic drink.

This report will, we believe, prove invaluable in the fight for responsible broadcasting which is central to the aims of National VALA.

Police, Magistrates, the Home Office, Parliament and public are now greatly concerned about the increase of alcohol related crime.

Do please consider sending this report to your MP or to any group or organisation which is concerned about the social evils associated with excess drinking. It provides the kind of information which will add hard facts to general arguments.

Send for a copy today, enclosing £1.00, to National VALA Headquarters.

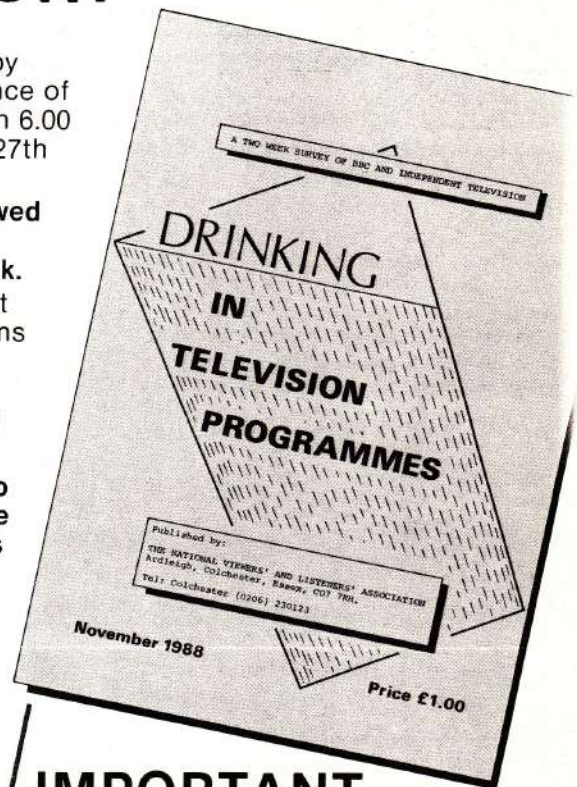
SOUVENIR SUMMER ISSUE

The next issue of 'The Viewer & Listener' will be very special! It will bring, among other items, sparkling reports and photographs of National VALA's Silver Jubilee Convention. In the meantime could you use this sheet to encourage your friends to join National VALA — hopefully in time for them to attend the Convention with you!

Introduction leaflets, which include an enrolment form, can be obtained from Headquarters. Please state the quantity required and send a stamped addressed envelope to:

**NATIONAL VALA, Ardleigh, Colchester, Essex CO7 7RH
Tel: Colchester (0206) 230123**

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IMPORTANT SUBMISSION

The setting up of the Broadcasting Standards Council fulfills one of National VALA's long term aims. Our recommendations on a Code of Practice have been submitted to the Chairman Lord William Rees-Mogg. Copies of this important submission are now available to our members. They make very challenging and interesting reading!

Send for a copy today, enclosing £1.00, to National VALA Headquarters.