

NATIONAL VIEWERS' AND LISTENERS' ASSOCIATION

Ardleigh,
COLCHESTER,
Essex,
CO7 7RH.

Tel: 0206-230123.

04 JUL 1977

Dear

Mr Jeffrey,

We are pleased to welcome you as a new member of the National Viewers' and Listeners' Association. National VALA, as it is generally called, is made up of people from every corner of Britain and every walk of life.

Enclosed is a card having name, address and phone number of the various Broadcasting Companies. It is a very important part of VALA's work to let the Authorities know what we feel about programmes and it is very helpful if you send a copy of any letters sent to the BBC or the IBA to the Secretary at this office.

We enclose also a research card, which is a simple way of letting us have your views about programmes. More of these are available at a rate of thirty for 20p, including postage. We would appreciate it if you could correct the address to the new one shown above.

VALA's membership is around 30,000 with multiple support from churches and a variety of organisations throughout this country and, indeed, abroad. The need for increasing membership is evident as this adds weight to our representations and we would be grateful for anything you can do in this respect. Should you live in an area where a branch of National VALA operates, you will be hearing from the secretary of that branch. But, in the meantime, we are very anxious to establish Branches and ACTION GROUPS all over the country and some advice in this respect is given overleaf.

We look forward to meeting you at our Annual Convention, details of which will be published in 'The Viewer and Listener'.

With best wishes,
yours sincerely,

John Beyer

Mary Whitehouse
Hon.Gen. Secretary

P.P.

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A C T I O N A C T I O N A C T I O N . .

1. HELP TO INCREASE MEMBERSHIP by arranging coffee mornings/evenings and talks at local Churches and organisations in which you are involved. We can provide speakers.
2. WRITE LETTERS TO PROGRAMME PRODUCERS, in appreciation as well as criticism. Give detailed reasons for your criticisms. It is helpful to send a copy of your letter to the Director General of the BBC or IBA and, if a serious matter, to your MP and local newspaper. Especially if you have not received a reply!
3. MONITOR LOCAL AND NATIONAL NEWSPAPERS. Cut out reports and articles about Broadcasting, pornography and films etc. Use these for discussion material. Support any moves for responsible action by using the correspondence columns of newspapers and magazines.
4. KEEP IN TOUCH WITH YOUR MP. Invite him to come and hear your views and those of your friends.
5. WATCH LOCAL NEWSAGENTS and express your concern about material displayed if necessary. If they are not responsive, try the local police and inform your MP.
6. CONTACT THE LOCAL COUNCIL about the type of films shown in your locality. The Council is responsible for ensuring that films should not "offend against good taste or decency; be likely to encourage or incite to crime; lead to disorder or be offensive to public feeling."
7. USE local and national phone-in programmes, e.g. 'Voice of the People', 'From the Grass Roots', etc.
8. WRITE to programmes which use correspondence, e.g. 'PM', 'Any Answers'.

KEEP UP THE PRESSURE! FORM AN ACTION GROUP!