

Viewers and listeners have voices too!

'Phone and write:

THE B.B.C.,
BROADCASTING HOUSE,
LONDON W1A 1AA
01-580 4468

THE INDEPENDENT BROADCASTING AUTHORITY,
70 BROMPTON ROAD,
LONDON SW3 1EY
01-584 7011

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Please help by encouraging your friends to join.

Return to:
NATIONAL VALA, ARDLEIGH, COLCHESTER, ESSEX

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PLEASE CUT ALONG THIS LINE

I wish to become a member of the National Viewers' and
Listeners' Association. DATE _____

NAME (Mr./Mrs./Miss) _____

ADDRESS _____

TOWN _____

COUNTY _____ POST CODE _____

Minimum Annual Subscription: 25p

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NATIONAL VALA, ARDLEIGH, COLCHESTER, ESSEX, CO7 7RH

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NATIONAL VIEWERS & LISTENERS ASSOCIATION

President: John Barnett, Esq., O.B.E.

Hon. General Secretary: Mrs. Mary Whitehouse
Ardleigh, Colchester

Telephone: Colchester 230123

NATIONAL VALA BELIEVES

1. That the Broadcasting Authorities should fulfil their obligations to ensure that programmes do not "offend against good taste and decency, incite to crime and disorder, take sides on matters of public interest, or give offence to public feeling".
2. That violence on television is a key factor in the increase of social violence in our society and must be significantly reduced.
3. That the constant use of bad language and blasphemy are destructive of our culture and our faith.
4. That sexual innuendo and explicit sex trivialise and cheapen human relationships, and undermine marriage and family life.
5. That the media is indivisible, and that what happens in films, theatre, and in publishing will inevitably affect broadcasting standards. It is for this reason that National VALA becomes involved with issues other than those strictly related to broadcasting.

NATIONAL VALA BELIEVES THAT CHRISTIAN VALUES ARE BASIC TO THE HEALTH AND WELL-BEING OF OUR NATION. IT THEREFORE CALLS UPON THE BROADCASTING AUTHORITIES TO REVERSE, EFFECTIVELY, THE CURRENT HUMANIST APPROACH TO SOCIAL, RELIGIOUS AND PERSONAL ISSUES.

NATIONAL VALA AIMS

1. To encourage individual viewers and listeners to react effectively to programme content.
2. To stimulate public discussion about the effect of broadcasting on the individual, the family and society.
3. At the establishment of an Independent Broadcasting Council, Independent Advisory Councils, and an annual Parliamentary debate on broadcasting.
4. At the introduction of legislation which will control indecent display on bookstalls and in advertisement and at the tightening up of the present ineffective Obscenity Laws.

MEMBERSHIP FORM OVERLEAF

THE BBC AND ITV **MUST** "TAKE PUBLIC OPINION INTO ACCOUNT". THE INDIVIDUAL VOICE—CALCULATED AS THE OPINION OF AT LEAST TEN PEOPLE—**CAN** EFFECT A CHANGE.