

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.

The BBC and ITV must "take public opinion into account" The individual voice - Capitalised as the opinion of at least ten people - can effect a change.

Viewers and listeners have voices too!

Phone and write:

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

THE INDEPENDENT BROADCASTING AUTHORITY,
70 BROMPTON ROAD,
LONDON, S.W.3
01-584 7011

More of these leaflets are available from address below.
Please help by encouraging your friends to join.

Return to:
NATIONAL VALA, ARDLEIGH, COLCHESTER, ESSEX

NATIONAL VIEWERS & LISTENERS ASSOCIATION

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