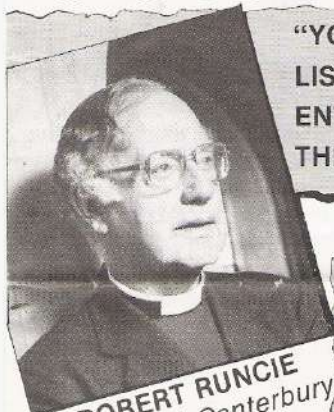


THE SUMMER 1989  
**VIEWER AND LISTENER**

SPECIAL JUBILEE  
SOUVENIR EDITION  
1964 — 1989

# CONGRATULATIONS!



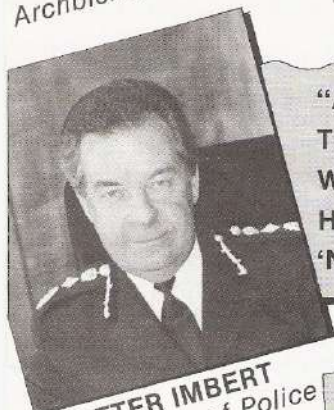
**Dr. ROBERT RUNCIE**  
Archbishop of Canterbury

"YOUR INDEFATIGABLE WORK ON BEHALF OF VIEWERS' AND LISTENERS' HAS BEEN A FINE EXAMPLE OF VOLUNTARY ENTERPRISE IN DEFENCE OF CHRISTIAN VALUES THROUGHOUT THE LAST 25 YEARS."



The Rt. Hon.  
**MARGARET THATCHER**  
Prime Minister

"YOU HAVE MUCH TO BE PROUD OF IN YOUR SILVER JUBILEE YEAR AND I HOPE THE ASSOCIATION WILL HAVE MANY MORE ANNIVERSARIES TO CELEBRATE IN THE FUTURE."



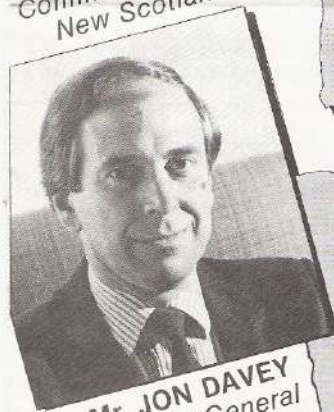
**Sir PETER IMBERT**  
Commissioner of Police  
New Scotland Yard

"ALLOW ME TO ADD MY CONGRATULATIONS TO THE MANY YOU WILL HAVE RECEIVED. MAY I WISH YOU EVERY SUCCESS AND OFFER THE HOPE THAT YOUR HALF-CENTURY FINDS YOU 'NOT OUT' AND STILL GOING STRONG."



**LORD GRADE**  
of Elstree

"YOUR SINGLENESS OF PURPOSE IN THE FACE OF ALL OPPOSITION HAS BEEN ADMIRABLE AND I THINK IT WONDERFUL THAT YOUR ORGANISATION HAS ACHIEVED SO MUCH RECOGNITION."



**Mr. JON DAVEY**  
Director General  
Cable Authority

"NATIONAL VALA'S VALUABLE ROLE HAS BEEN TO PUT BROADCASTERS AND REGULATORS ON THEIR METAL, TO MAKE SURE THAT THEY ARE CAUSED TO REASSESS, DEFEND OR MODIFY WHAT THEY ARE DOING. IT IS RIGHT THAT THOSE WITH POWER AND RESPONSIBILITY SHOULD BE PLACED IN THAT POSITION. I AM GLAD THAT YOU HAVE BEEN THERE TO DO IT."

The above messages are amongst the 45 letters of congratulation received from prominent people in church, politics and mass media which were on display at the Convention, copies of which are now available in one publication from HQ. See Bookshelf, back page.



# THE VIEWER AND LISTENER

SUMMER 1989

ARDLEIGH, COLCHESTER, ESSEX, CO7 7RH. PRICE 20p

Tel Colchester (0206) 230123

President: Mrs MARY WHITEHOUSE CBE

Annual Subscription £1.00 per person

**“T**wenty five years of remarkable achievement and remarkable recognition” was how Lord Rees-Mogg, formerly Editor of The Times and now Chairman of the Broadcasting Standards Council, summed up National VALA’s campaign at our Silver Jubilee Convention. He made it clear that he had certainly “never shared the popular view in the press that the work that Mary Whitehouse was doing was the work of a bigot or of somebody who had no respect for the importance of the freedom and the independence of the media”. And he went on to say that, “If one looks back now over the 25 years of VALA, it does seem clear that its initial concerns have come to be generally accepted.”

In her speech, Mary Whitehouse welcomed Lord Rees-Mogg most warmly and drew attention to the fact that it is a quarter of a century since VALA first called for the establishment of an independent broadcasting council and went on to say that, “The success or otherwise of the Council depends not only upon the integrity and perception of the Council itself but also upon the commitment of the general public to the principle of ‘making its voice heard’ in and out of season”.

She went on to draw the Convention’s attention to the fact that the Government’s White Paper on Broadcasting (extracts from the White Paper are published elsewhere in this issue) commits it to bringing broadcasting under the Obscene Publications Act and called on members “carefully to monitor both BBC and ITV programmes as well as cable and satellite where applicable, for evidence to strengthen our hand at headquarters and to provide our MPs with the kind of evidence which will strengthen their hands in the debate which will most certainly wage around this issue.”



Mary and Ernest Whitehouse cut the Silver Jubilee Cake with Elfreda Poxon (left) and Mary Munday (right).

# SILVER

# 大黃河

His Excellency Ji Chaozhu, the Chinese Ambassador in presenting the National VALA Award, said

**“**I am much honoured to present the National Listeners’ Association’s Annual Award to you for having made the documentary series, “The Yellow River” shown on BBC TV last year and proved to be a great fine example of co-operation between different nations, mutual understanding, respect and friendship and extend to those who have been involved in this film. Congratulations. I would also like to take this opportunity to wish for the further development of cultural exchanges between our two countries and a greater promotion of friendship and mutual understanding between our two great peoples. Thank you very much.”

In reply Mr. Tim Slessor, Executive Producer, Documentary, at the BBC said

“Your Excellency, My Lords, Ladies and Gentlemen, Mary Whitehouse, thank you very much indeed, on behalf of the BBC. Some months ago I had briefly left my office, my dining room. When I returned an hour or two later my secretary told me that there had been a call from Mrs. Mary Whitehouse. I understand that when a television producer is given an award he immediately searches his conscience . . . !

“The Yellow River”, was a series of 10 one hour films produced by the national broadcasting organisation in Japan, with the cooperation of the Chinese Authorities and we ought to be proud of it. I am personally and on behalf of the BBC most grateful to Mariana Woodruff who is the only Mandarin speaking Argentine in the BBC! I suspect she is the only Mandarin speaking Argentine anywhere! So I have, as I say, to thank you for your honour and the Chinese Authorities and of course your honour that you do us.

Lastly, I know that Mr. Ueda and Mr. Tagawa, who came here from Japan, last night, would like to say a few words on the BBC’s point of view thank you very much indeed.”

**Copies of this year’s Convention Speeches by Mary Whitehouse, Lord Rees-Mogg and Jon Davey are available from HQ at 50p each or on one cassette tape price £2.50p. See BOOKSHELF**



# R JUBILEE CONV

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Left to Right: Mr. Tagawa, Mr. Ueda, Viviana Woodruff, Mr. Ji. Chaozhu, Mr. Tim Slessor.

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Mr. Shozo Ueda, Head of the NHK Bureau in London, said

"Thank you very much. It is very difficult to say a good speech like Mr. Tim!

"Allow me to introduce my senior colleague Mr. Tagawa, Executive Producer Documentaries, NHK Japan, who is the producer of 'The Yellow River' programme is maybe the right person to be awarded and he should have the right to touch the trophy!"

Speaking Japanese Mr. Tagawa was interpreted by Mr. Ueda:-

"Congratulation first to BBC and we have great respect to her achievement.

**"The idea of 'The Yellow River' programmes originated from 1980 when we made a shooting for the programme 'Silk Road' with**

**the co-operation with CCTV, Chinese Television. During the shootings the staff of NHK and staff of Chinese CCTV came to have strong links between us – strong friendship or brotherhood and for the first time in the world we have been able to shoot from the source to the mouth of the river. In this period we travelled by car – but as well as horses, raft, cows etc. we could shoot with the co-operation of the Chinese people.**

"The co-operation of the Chinese television authorities and Chinese people was the elemental reason for the success of this programme.

"Lastly I would like to express my sincere gratitude to the staff of the BBC who made us to come here and be awarded like this".

**NATIONAL VALA HAS A STAND AT THE 5th  
NATIONAL CHRISTIAN RESOURCES EXHIBITION**

from

**Wednesday 17th – Saturday 20th May**

**10.00 am – 6.00 pm daily**

at

**Sandown Park, Portsmouth Road, Esher, Surrey**

**COME AND SEE US ON STAND NO. 205**

10 minutes from M25 (Junction 10 with A3)

FREE Car Parking



# CONVENTION

## THE CABLE AUTHORITY

**M**R. Jon Davey, Director General of the Cable Authority, the latest of the statutory bodies concerned with broadcasting, told the Convention that his Authority had "two main functions – one is the function of licensing and franchising cable systems, deciding who, in effect, is going to be allowed to install and operate a cable system in any particular area. And secondly we have the function of regulating the programme content. **Now in that respect we are rather different from either the BBC or the IBA because we are not the broadcasters. We are not deciding what kind of service we want to provide, we are looking at the services which other people are providing and seeking to impose on them some kind of control.** And we do that by drawing up codes and guidelines: we have a code on violence; we have a code on the showing of feature films; we have codes on sponsorship, on advertising standards and now a booklet that's really quite full of rules of various kinds."

He went on, "We impose our regulations with what is frequently described as 'the light touch'. Now, I would like to emphasise just what 'the light touch' means because it is often misunderstood. We lay down the rules, we give to the programme makers and the operators all the information about what they may not do. And we say to them that the onus is on you to obey the rules. We are not, and indeed we could not, constantly be supervising what is going on in, what will very shortly be, at least thirty different television channels.

"One of the things I would like to emphasise, following what William Rees-Mogg said this morning, is that the fact that a film has got a BBFC certificate for video, is *not* good enough when it comes to showing it on cable television. The sanction against the programme channel which flouts the rules is that we say to the cable operator 'I am sorry, you are no longer allowed to carry that particular channel because you are not prepared to meet our standards'."



Members of National VALA read the messages of Congratulation.

## 'MARY AND THE BBC BURY THE HATCHET'

was the heading to Maurice Chittenden's piece in the *Sunday Times* on the 25th anniversary of the launching (January 27th 1964) of the 'Clean-up TV Campaign'. He was just one of the many TV, radio and press journalists who made their way to Arleigh that week. Press Association sent a journalist and photographer and syndicated a feature in many papers across the country; Reuters sent their man and his piece was syndicated internationally. Mary was invited to produce and direct a four-minute feature on NVALA for BBC 1 Breakfast Time – a quite unique experience. She wrote a 750 word article for the *Sun*; *The Universe* interviewed her, Boy George came to Arleigh to interview her for *The Tatler* – a, perhaps surprisingly, very friendly occasion! Wogan devoted a whole programme to what can only be described as a "lively confrontation" between Mary and Andrew Neil of the *Sunday Times* and Sky TV, and Ludovic Kennedy – a "confrontation" which brought considerable viewer reaction; ITV did its best to organise a "sizeable feature", but were defeated by the time factor, "Look East" and "About Anglia" both did TV features. Radio 4's Today programme, IRN, BBC 1's News at One did an interview, as did Sky TV – and the BBC's Religious Affairs department, while the *Church Times*, the *Universe*, the *Baptist Times* all featured our Silver Jubilee.

As we approached the Convention, media interest focussed again on our activities. Both the *Daily* and *Sunday Telegraph* carried main features, the BBC Overseas Service came to Arleigh to compile a piece for the United States and Canada and, of course, there was much interest in the Convention itself. We could not help but comment upon how very different has been the attitude of the BBC in particular to our work now than it has been in the past and for that we are very grateful.

## THIS IS HOW TO DO IT

by Pamela O'Grady

How do you recruit members for National VALA? – it is all quite simple! You just ask each person you meet if they are happy with the amount of sex, violence and the children's programmes on TV. When they immediately answer "No" – you explain how they can be effective by joining VALA! Even if they have no wish to become very actively involved, their membership helps VALA to be more creditable – the more members – the more effective we are.

Who do we ask? Why everyone! – neighbours, friends, work colleagues, acquaintances. After all – its only a pound – very good value I would say, three Viewer and Listeners a year! Sign them up on the spot of course. Churches are particularly fruitful places to get members as Church goes in particular should have high moral standards. Toddler groups are also good hunting grounds – mothers are very rightly concerned with what their babysitter TV is dishing up for consumption.

Everyone is fair game to ask. After all – they can only say "No", and until you ask you don't know their reply!

Editor: Mrs O'Grady enrolled 107 new members between September and November last year. Enrolment leaflets are available from Headquarters upon request. Please send a stamped addressed envelope.





HOME OFFICE

# BROADCASTING IN THE '90s: COMPETITION, CHOICE AND QUALITY

The Government's Plans  
for Broadcasting  
Legislation

**STOP PRESS!**  
National VALA's  
response to the  
White Paper is now  
available from HQ.  
Price £1.00.  
See BOOKSHELF

## Programme Standards

Exemption from Obscene  
Publications Act 1959

## The Inter- national Dimension

7.4 The Government sees no case for continuing the exemption of broadcasting from the Obscene Publications Act 1959, and proposes that it should be removed at the earliest opportunity . . . there is no justification for *not* applying the obscenity law to broadcast programmes, particularly since it already applies to cable programmes.

### The Broadcasting Standards Council

7.6 During the pre-statutory phase the Council's role is to:

- draw up, in consultation with the broadcasting authorities and the other responsible bodies in the broadcasting, cable and video fields, a code on the portrayal of sex and violence and standards of taste and decency;
- monitor and report on the portrayal of violence and sex, and standards of taste and decency, in television and radio programmes received in the UK and in video works;
- receive, consider and make findings on complaints and comments from individuals and organisations on matters within its competence and ensure that such findings are effectively publicised;
- undertake research on matters such as the nature and effects on attitudes and behaviour of the portrayal of violence and sex in television and radio programmes and in video works;
- prepare an annual report, which the Home Secretary will lay before Parliament and publish.

11.6 Through its mass media committees, on which the UK is represented, the Council of Europe has been considering the problems of the international regulation of broadcasting. At the first Council of Europe Conference of Broadcasting Ministers, held in Vienna in December 1986, and in which the UK played a leading role, it was decided that the Council of Europe should prepare a European Convention on Broadcasting with binding effect. The purpose of the Convention will be to facilitate the transfrontier transmission and re-transmission of television programme services which comply with certain prescribed minimum standards covering both programme content and advertising. The minimum standards will be enforced through a procedure enabling receiving States to take action against countries which transmit offending services. . . . Transmitting States will for their part be obliged to ensure that programme services transmitted within their jurisdiction comply with the Convention.

11.7 Work on the preparation of the Convention is not yet complete, and final agreement has not yet been reached on the proposed code of standards. The Government is seeking to ensure that the code is compatible with the UK's national standards on taste and decency and does not impose unnecessary restrictions on the length and content of television advertising.

## DIRECT BROADCASTING BY SATELLITE

If any member of National VALA has bought the necessary equipment to receive SKY Television or if any member is intending to buy this or equipment to receive programmes transmitted by British Satellite Broadcasting please let Headquarters know.

It is vitally important that National VALA is in a position to monitor these new channels.

## WHO'S SURPRISED?

On 26th February BBC 2 transmitted 'The Firm' dealing with "middle class" soccer violence.

In the course of this, in our view, irresponsible film, a group of young men visited the local pub violently attacking the customers with baseball bats.

Over the Easter weekend a gang of Bristol Rovers fans arrived with baseball bats, raided a pub filled with Bristol City supporters and attacked them with the bats. Five people were injured! Who's surprised?



## RENEWAL OF SUBSCRIPTIONS Broadcasting Standards Council

**P**lease remember that National VALA's computer based administration system enables us to alert you when your subscription becomes due.

It is important to renew your subscription when we remind you the first time as this saves considerable time and expense in issuing a further reminder.

We are able to maintain the present low subscription rate of £1.00 per person thanks only to the voluntary donations sent in with subscriptions and on other occasions.

Our need for such donations continues just as the challenge of our work continues.

**T**he Broadcasting Standards Council is presently engaged in organising a series of meetings in different parts of the country in order to learn what members of the public think about programmes.

Please watch out for these meetings and go along to express your opinions. This really is most important.

Please note that the permanent address of the Broadcasting Standards Council is now

5-8 The Sanctuary  
London, SW1P 3JS  
Tel: 01-233 0544

If you have a specific complaint to make about a programme on television or radio please write to the BSC as well as to National VALA.

**Everybody is talking about the issues raised by National VALA.**

**When you have read this issue why not pass it on to your friends and encourage them to join.**

**Please write to Headquarters if you would like some enrolment leaflets.**

**See BOOKSHELF below.**

### COMPUTER UPDATE — IMPORTANT

**Your name and address - have we got it right?**

If the details shown on the address label in which this Viewer and Listener was delivered are not correct or are incomplete please advise Headquarters by returning the label with the corrections clearly indicated. Thank you.

## BOOKSHELF

### PASSION & CONVICTION

National VALA Video (VHS only) £12.60p

### MIGHTIER THAN THE SWORD

by Mary Whitehouse (autographed) £2.25p

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Television Programmes and AIDS £1.00p

Seven Days Violence No. 3 £1.00p

Drinking in Television Programmes £1.00p

### BOOKLETS ON BROADCASTING

Submission to BSC on Code of Practice £1.00p

Television and The Law 50p

There Can Be No Defence 75p

Violence on Television 25p

Monitoring Radio and Television

### BOOKLETS ON PORNOGRAPHY

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Psychiatrists Report on Pornography 20p

Children and Family at Risk

an address by Senior Police Officer £1.00p

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THE VIEWER & LISTENER

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state quantity

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ON BROADCASTING £1.00p

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