

Gerald Fowler,  
Dr. Christine Pickard, E.A.C. Goodman, LL.B.(Sol) Pamela Manson

The N.C.R.O.P.A. is affiliated to the National Council for Civil Liberties

NO/DAN/DP 18th September, 1980.

John Swinfield, Esq.,  
"Enterprise",  
Anglia Television Ltd.,  
Anglia House,  
Norwich,  
Norfolk,  
NR1 3JG.

Dear Mr. Swinfield,

In the course of one of the interviews with Mr. Victor Lownes in your programme "Enterprise", entitled "Chief Rabbit", transmitted on Wednesday, 10th September, the subject of "Playboy" magazine came up. Mr. Lownes referred to Mr. Hugh Hefner's refusal to 'compete' with 'imitators' of the magazine's hitherto successful format who went 'further' than "Playboy". You went on to say that, by going further, he meant "dirtier", to which Mr. Lownes replied "more gynaecological". With respect, you are both incorrect. What you really meant was 'more sexually explicit'.

I have written to Mr. Lownes to enlighten him that "gynaecology", according to my dictionary, refers to the "study of diseases of women". I doubt very much that magazines devoted to such a subject would pose any serious rival threat to "Playboy"'s circulation figures.

With regard to your own choice of an emotive and quite inapposite term like "dirtier", I can only protest in the strongest possible way, on behalf of the National Campaign for the Reform of the Obscene Publications Acts and the many millions of people throughout the world who rightly find nothing "dirty" about sex or its depiction in books, magazines, plays or

films. It is high time this damaging and unhealthy myth, that sex is 'naughty', or 'dirty' or 'immoral', largely perpetuated by out-moded religious and social indoctrination passed down through the ages, was exploded once and for all. People in the Media, like yourself, who use such irresponsible and, indeed, inaccurate, turns of phrase in serious, documentary type programmes, are doing everyone a grave disservice - except of course, those fanatics from the "Puritan Brigade" who are out to secure prohibition of anything of which they disapprove - by force of law if necessary. I do hope that you will be a little more careful in your choice of words in the future.

Yours sincerely,

David Webb,  
Organiser,

National Campaign for the Reform of The Obscene Publications Acts