

Mediawatch-UK was founded in 1965 by Mary Whitehouse CBE following huge public support for the Clean Up TV Campaign. She said:

“If violence is shown as normal on the television screen it will help to create a violent society.”

Watching what's going in?

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Why Mediawatch-UK?

Graphic violence, gratuitous sex and obscene language are so common on TV that you could be forgiven for thinking that broadcasters are permitted to transmit anything they like. This is not the case! Parliament has approved laws which say that programmes must meet with 'generally accepted standards' and that the public should be protected from 'offensive and harmful material'.

Mediawatch-UK believes in freedom of expression and that broadcasters should exercise this with responsibility. The law is being ignored and your rights are being overridden in the quest for ratings and profit. We are working to champion your rights.

How is Mediawatch-UK making a difference?

- Mediawatch-UK achieved effective legislation in 1978 which made images of child pornography illegal.
- Mediawatch-UK encourages people to talk and think about the effects of violent entertainment, pornography and obscene language on society.
- Mediawatch-UK is regularly invited to participate in television and radio programmes.
- Mediawatch-UK lobbies and provides information to government ministers and other senior officials.
- Mediawatch-UK is campaigning for effective reform of the law on obscenity to restrain the menace of pornography and obscene material.
- Mediawatch-UK runs single-issue campaigns to effect specific change in target areas.

What does Mediawatch-UK do?

- We campaign against violent, sexually explicit and obscene material in the media.
- We initiate and stimulate debate on the effects of television, computer games and the internet.
- We are the only independent voice campaigning for better standards in the media.

>> on television

Recent research carried out by the regulator Ofcom, reveals that:

- Around one third of viewers were exposed to something they found offensive whilst watching television.
- More than half of viewers believe there is too much violence, swearing and sex on television.

Unfortunately only 3% of viewers contacted the broadcaster to make their views known. If we do not make our views known we are silently condoning what is transmitted and broadcasters will not improve their standards.

>> online

We campaign for the right to be able to use the internet without being exposed to inappropriate and offensive images and text. As the amount of pornographic and violent material on the internet increases, the need for an international agreement on regulation is becoming increasingly urgent.



Join Mediawatch-UK: Make a difference

- By joining Mediawatch-UK you will be joining thousands of people who want to have a say in what we view on our screens and who want to ensure that the internet becomes a safer place for everyone.
- **Your membership gives us greater authority to represent your views – the more members we have, the more power to our cause!**
- We encourage you, the viewer, to make your voice heard by email, telephone or in writing, to Ofcom, broadcasters, The British Board of Film Classification, the press and your MP.
- We provide a regularly updated website www.mediawatchuk.org offering responses on topical issues and helping you to respond too.
- By being part of a respected organisation working towards better and safer multimedia broadcasting and a better society in the 21st century, you won't be a lone voice!
- **Mediawatch-UK is funded solely by members of the public who care about standards in the media and their effect on society – we receive no financial assistance from any other source.**

Yes, I/We would like to support the work of Mediawatch-UK

I/We would like to become a supporter for Mediawatch-UK for a minimum contribution of £15 per year.

NAME

ADDRESS

POSTCODE

TELEPHONE

EMAIL

I//We would like to receive regular updates and campaign information by:

Email Post

I/We would like to make a donation and enclose a cheque for £
(please make cheques payable to Mediawatch-UK)

I/We would prefer to pay by standing order; please send me a form.

Please return your form and cheque to:

Mediawatch-UK,
3 Willow House, Kennington Road,
Ashford, Kent TN24 0NR

Please note that Mediawatch-UK will never disclose your personal information to any other individual or organisation.

You can also become a supporter and/or make a donation online at www.mediawatchuk.org