

To whom it may concern,

I would like to voice my grave concerns over what I consider the increasing amount of inappropriate sexualisation of children and women in general in the media. Being a mother of a 4 year old and a 1 year old I have become increasingly aware of the inappropriate exposed through no choice of my own that my children have to Sexual images, violent scenes and adult themes via the mass media, marketing and advertising

**Television:**

I am a mother of two children whom watch limited amounts of television, listen to family friendly radio stations and read children's books. This is how we currently try and control what our children are exposed to, this is our choice. However too often if a family programme is being view on a commercial channel, violent, sexual and crass advertisements for adult television programmes screened later in the evening are being aired at what I call children's viewing hours. We often have to change channels very quickly to avoid the prolonged exposure of these advertisements to our children. Children are very influential and pick up quickly even a few seconds of what is being shown. This is not viewing of my choice and I feel that advertisements for adult shows should not allude to violence i.e. showing guns being shot, sexual references clothes being taken off etc, and if they do have the previously mentioned content then should be screened in adult television hours

- Video clips are increasing portraying women as purely sexual objects that go around dressed in underwear, curtailing to their gangster boyfriends whims. If the clip is of a sexual nature then it should be viewed at an appropriate time.

**Magazines and Fashion industry:**

Clothing and magazines in particular female ranges are equally at fault with skimpy sexual clothing and dolls being marketed to emulate the latest music video. A very false sense of what is normal is being projected out into the market place. Placing undue reassurance on young girls and women to behave and dress to conform to what is being portrayed as beautiful, successful and sexy.

**Billboards/Pornographic magazines:**

These ads and magazines are in full view by all those pass and should be regulated to control inappropriate content for all ages.

**Advertising Industry Self Regulation:**

The Advertising Industry regulates itself and has a voluntary code of ethics. It is a reactive system and will only act if there are complaints from the public. As most people do not know how or where to complain it effectively means that the Advertising standards Board does NOT reflect prevailing community standards.

Thank you for your time  
Regards Jacque Galloway