

Dear Sir/Madam

I would like to express my opinion regarding the apparent lack of moral conscience in the media through what seems a concerted program of amoral television shows and advertising, particularly during children's viewing times. The media have a huge responsibility with regards to conduct and moral standards and cannot renege on this responsibility so as to increase profits through higher ratings.

To pervert a child's mind is a very serious thing. Christ himself spoke vehemently about his very thing 2000 years ago when he said "It would be better to have a millstone tied around your neck and be thrown in the sea than to prevent one of these little ones from getting into heaven". It is bad enough to dish up amoral television shows to adults but to do so during children's time through advertisements and 'previews' is wrong and must be stopped.

Yours sincerely  
Peter Feltoe