

Dear Sir/Madam,

I am seriously concerned about the increased sexualisation of children in the media and implore you to protect our children from this insidious influence.

Please introduce amendments to the advertising codes of conduct to recognise the obligation on advertisers to respect community standards in regard to sexualised advertising and the rights of parents to make choices about the images and messages to which our children are exposed. These codes need to prohibit content that will harm the healthy development of children and adolescents, whether the advertising is directed at adults or children.

You have a grave responsibility to prevent our children being exposed to sexualised advertising.

I liken it very much to the frog being put into the lukewarm water and then the water turned up slowly until boiling and death. (he doesn't jump out because he doesn't notice the gradual increase in temperature.

We have been gradually exposed to less restraint in the media as the years have progressed, so much so that what was regarded as blatantly pornographic in the 1940-50's is now a regular occurrence in today's newspaper.

Please introduce proper regulation to protect children.

Yours sincerely

Anthea Patterson