



Postcard Campaign

Campaigning (All Ireland)

Inspired to take action by the *Bye Buy Childhood* campaign, Mothers' Union in Ireland produced a ready-to-send postcard for complaints about unsuitable television content shown outside the watershed.

All-Ireland Mothers' Union produced two versions of the postcard – one pre-addressed to Ofcom (for complaints in the North) and one to the Broadcasting Authority of Ireland (for complaints in the Republic) – for people to fill in the details of their complaint.

"Our postcard campaign can make a difference to us all – and most importantly, to our children"

'Bye Buy Childhood' – Mothers' Union taking a stand against the early Commercialisation and Sexualisation of children and young people

Mothers' Union in Ireland are spearheading this Postcard Campaign to encourage people to complain to Broadcasting Authority of Ireland (BAI) if they feel a programme is unsuitable for viewing by children and teenagers and that it should not be shown before the 9.00pm watershed.

Please fill out the details of the programme below, place a stamp on this card, and simply post it to BAI or visit www.mothersunion.ie and follow the links to BAI.

Programme:

Channel: Date: Time:

My Objection:

Name:

Address/Location:

MAKE YOUR VIEWS COUNT!

Registered Charity CHY5161

Mothers' UNION
Christian care for families

The postcard was launched at the All-Ireland Leadership conference and a press release helped gain media coverage.