

28 March 2004

BBC Charter Review Consultation
Department of Culture, Media and Sport
2-4 Cockspur Street
London
SW1Y 5DH

Dear Sir/Madam

Your BBC Your Say

The role of the BBC, in my opinion, should be that of independent broadcasting with such privileged freedom underpinned by justice, fairness, balance and traditional moral values.

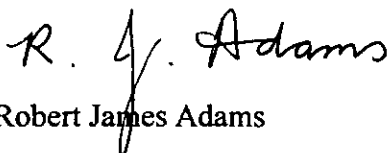
BBC broadcasting should aim to report, inform and educate and whilst creative thought is important, producers and presenters of programmes should be asked to follow the above-mentioned 'code' rather than following dubious, personal values/prejudices which often appears to be the case.

On the political front, objectivity (insofar as this is possible) needs to be paramount. Rigorous questioning of government ministers and other MPs is a necessary function of political interviewers but the cynical pouring of scorn on political decisions or the putting forward of the political commentator's own agenda is not acceptable. The BBC is not a pseudo-opposition party. A healthy, but fair, sceptical approach/questioning would be fairer and more helpful to the viewer/listener.

Investigative journalism is a valuable strand in BBC broadcasting but this needs to be respectful in its incisiveness. Vendettas and personal attacks by such journalists have no place in the scheme of things.

Documentary, cultural and entertainment programmes should also fall within the remit of the BBC. Some of the best situation comedies (and comedians) are hilarious without being salacious and the BBC is well able to insist upon such standards. The BBC can, responsibly, give the lead in moral values and attitudes which transcend social trends in which, as it were, 'anything goes.' This indeed would be a good service to the country.

Yours faithfully



Robert James Adams