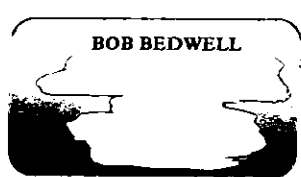


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page.

BOB BEDWELL



15-3-04.

I am writing my answers to your Key Questions to save me straying into unknown territory and waffle.

① I love the BBC, it serves Britain and the World with mostly good and up to date news, I value also Radio 4 & 5 which gives me a balanced news, occasionally the world service (is that BBC too?). As a practising Christian and moral thinker nowadays, I do find some of the plays (which I tend to turn off) rather loose on morals. I don't relish hearing, eg, swear words or actors making sexual innuendos. I must be a Romantic. I used to like the 'MORNING MAZE', but it's lost its sparkle somehow since DR STARKEY left - Although he could be abrasive at times. And Any Question is so predictable about the week's news, it's like an old gramophone record. I can't listen to either now I must admit. Or is it me? getting old. I don't think so. Not having TV at all - I treasure my radio next to God.

② I'm no expert on technology adaption for the BBC and how you ought to bring about changes, but recently I heard a talk by DAVID BREWER on media in under-developed countries at an "Initiatives of change" forum, which was fascinating and an inspirational trip for me on modern Journalism. An example to follow - now there's a plug for the BBC online news, which David set up I believe.

③ Everytime, literally, when I say, "We don't have TV" the reply comes: "You're not missing much, it's a lot of old rubbish". However, to give credit where due, there are now flickles of, "But there are some good programmes etc. yes I like this & that show" so we are being gradually tempted. Regards changes I'd like to hear on radio (PTO) page 2

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I think it would be more enlightening and refreshing to hear the other side of the coin when stories come out. They tend (about the news at least) to be one sided leaving us with an inclination to blame this person or that situation, instead of a more truthful picture. Too much assumption, predicting without evidence, and so on, rather than acceptance of the things as they really are - writing for outcomes as they surface. Sensationalism v Reality perhaps. I would like to hear more of the do-gooders as from the ladies who also, like me, love the BBC.

(4) I pass on 'Commercial services for BBC' as I'm not a financial animal. I'll leave it to those who are.

(5) Again, no T.V. yet - just radio. But I think that there ought to be a "sliding scale" of licence fee, taking into consideration those who think some T.V. is rubbish - why should they pay for it. If we bought apples in a shop and one was off, we'd take it back for a new one or cash back - as with most things we buy now. Why not the intangible things like hearing and seeing - ie, returned to sender. And certainly a tightening up of those who still don't pay T.V. licences - like up front fines for last payment on car licences being brought in - at last. Thank God. "You get what you pay for", but let's have it more ⁱⁿ intangible services.

(6) There must always be room for change in organizations, especially the BBC, even though the best media service in the world. To remain Big, ^{and the best} small thinking must be non-existent. "As I am, so is my nation" no less. As a friend shared today, Peace (or whatever) must start in the home.

(7) Sounds good to me, the way you are with the two-prong approach. I believe Absolute Moral Standards of Honesty, purity, Unselfishness and Love, aimed at and implemented daily according to all our consciences will produce the rest of the best of the BBC as we know it, and wish

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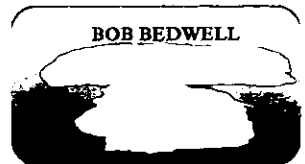
it to become. Only you know what is right in your situation there I believe. You can regulate it better by your own good example - no one else's. Keep up the good work. I say.

↓ We all make mistakes, even me - vanity or vanity. As you public, who also make them, can see both the BBC and the Government's errors - we are the watchers of the peace - the majority, the masses, the media's customers if you like also. You have answered your own question here by humbly allowing us, the public a voice - true democracy and freedom no less. This is the way to surely be accountable to us all, by being open, transparent, yes, in partnership or partner if you like. However, without morally sound and imaginative staff, the BBC will die.

Yours Sincerely,

Bob Bedwell,

P.S. I picked up leaflet in library
see Key Questions
Against my
Answers please.



15.3.04.

P.P.S. How do I keep in touch, as you
with me?
Bob