

DCMS

TREAT AS ORIGINAL BATCH No. _____

VS

31ST MARCH 2004

07/04/04 0929.12

DEAR SIRs,

WHILE ,THE EXTRA HEATING ALLOWANCE IS WELECOMED,WHY DOES THE GOVERNMENT THINK THAT PENSIONERS START AT AGED 70 ?

ONE WAY TO GIVE EVERY HOUSEHOLD PENSIONER OVER 65 £100 WOULD BE TO ALLOW THE BBC TO HAVE SPONSORSHIP (NOT ADVERTS) BUT SPONSORSHIP OF ITS PROGRAMMES

Matthew

I.E CASUALTY SPONSORED BY SMITH KLINE BEECHAMS

I.E MATCH OF THE DAY SPONSORED BY ADDIDAS

THIS WAY ,THE EXTRA INCOME WOULD ALLOW THE BBC TO COMPETE WITH SKY ETC AND THUS RELEASE THE ELDERLY (WHO LETS FACE IT WILL WATCH MORE TV THAN THOSE WORKING) FROM THE BURDEN OF A LICENCE FEE.

ADDITIONALLY, WHILE I APPLAUD THE CORPORATION FOR BRINGING BACK DR.WHO , AN ENJOYABLE PROGRAMME,LOVED BY MILLIONS ,WHICH TOO BRINGS IN REVENUE , I FIND THE £1,000,000 SALARY GIVEN TO THE CHOSEN ACTOR QUITE APPALLING AND I ASK IS IT NECESSARY ?

IT IS THESE PENSIONERS WHO ARE CONTRIBUTING TO THIS ENORMOUS FEE AND THE ACTOR WOULD NO DOUBT RECEIVE A GOOD INCOME FROM ENDORSEMENTS,PUBLIC SPEAKING AND CONVENTIONS ANYWAY

YOURS FAITHFULLY



DEREK BROWN

Department for Culture, Media and Sport	
DATE RECEIVED:	19 APR 2004
Treat Official (TOs) Correspondence	
Deadline:	14 / 05 / 04 (Tick)
Action	Treat Official Reply <input checked="" type="checkbox"/>
BPD	Treat As Appropriate <input type="checkbox"/>
	For information only <input type="checkbox"/>
PCU REF:	04 01216