

From: Jennifer Bruce  
Sent: 15 December 2003 09:52  
To: BBC Charter Review  
Subject: My response

What I value most about the BBC, in order of importance

NO ADVERTS!

Excellent childrens programming, especially CBEEBIES

Web page, search engine which excludes offensive material

QUALITY of new programming especially drama and factual programmes

I believe the BBC has a responsibility to set standards in se of new technology and be at the forefront of promotion of its responsible use.

I think the BBC's online services are excellent. I believe that there is room for another radio channel which caters for an audience like me (naturally). A cross between Radio 4 and Virgin 1215 - rock and best of new music, drama and factual programmes, comedy. Target age range 35-55. But no Easy Listening! Perhaps one already exists on DAB digital which I don't have.

I don't have any objection to the BBC running commercial services but if ever any adverts appear on the BBC I will be furious. It is my only haven from oppressive commercialism, and as a parent of a small child it is particularly important.

I agree that the license fee is the best funding method.

I don't feel sufficiently well informed to comment on whether the BBC is well run or organised, but judging by the end product they must be better organised than the rest of the channels I see, as overall the mix and quality of output is higher.