To: Tessa Jowell,
Secretary of State
Department of Media, Culture and Sport
2-4 Cockspurt Street
London
SW1Y 5DH

From:

25.3.04

Dear Ms. Jowell,

As a member of the public and a licence payer I wish to respond to the DCMS public consultation on the future of the BBC.

**HOW SHOULD THE BBC ADAPT TO COPE WITH CHANGES IN TECHNOLOGY AND CULTURE?**
The BBC needs to embrace the advantages of new technology. within the framework of utilising and enhancing the creative talents and skills of the BBC staff. It is vital that the BBC continues to maintain its commitment to public service within the framework of serving the needs of a multi-cultural society.

**SHOULD THE BBC RUN COMMERCIAL SERVICES?**
Yes, the operations of BBC Worldwide, for example, are an important part of BBC activities, which enhances licence fee income. However, there should always be respect for authors' rights.

**HOW SHOULD WE PAY FOR THE BBC?**
I believe it is vital the BBC remains properly funded through the licence fee. The BBC is the UK's most valued public service broadcaster and it should not become just another commercial broadcaster. The BBC sets the standard and quality which the rest of the industry has to follow.

**IS THE BBC ORGANISED IN THE MOST EFFECTIVE WAY?**
The BBC should continue to serve the nations and regions of the UK with radio, television, online and digital services bringing news, education and culture to a wide and diverse audience.

**HOW SHOULD THE BBC BE RUN? HOW SHOULD IT BE REGULATED?**
The BBC should respect the right of employees and contributors to representation and dignity at work. Regulation by the BBC Board of Governors should be maintained, free from commercial interests and OFCOM. Nevertheless the Board of Governors needs to be more broadly and democratically based, to include representation from media experts and trade unions. This would enhance the level of accountability to the public.

Please ensure that my name is added to the list of those who have responded when the result of the consultation is published.

Yours sincerely,

Molly Leger