

**Thursday, 15 January 2004**

**BBC Charter Review Consultation  
Dept for Culture, Media and Sport  
2-4 Cockspur Street  
LONDON WC1Y 5DH**

**This is a response to your consultation on the BBC Charter.**

**Most Valued Features**

**Educational coverage, documentaries, quality drama and the absence of advertisements.**

**How Should the BBC Adapt?**

**With independence and good judgement. Noisy attention grabbing style used by other media should be avoided. There must be no concession to government pressure on news or programme content. Any letter from the government to the BBC should be published by the BBC if the government has not already done so.**

**What do we think of the Services Provided?**

**That there is still much quality material but that the trend is to copy others and dumb down. This trend should be reversed. Audience share is not the only criterion.**

**Should the BBC run Commercial Services**

**Commerce already has too much influence on our lives. Commerce is profit driven and unless successful in that area must cease all activity. Thus profit supersedes quality and integrity.**

**How to Pay**

**By licence fee and definitely not by advertising or sponsorship.**

**Is the BBC properly Organised?**

**We don't know.**

**Should the BBC be Regulated?**

**Yes, as it is now by the law and its charter and not by some Government selected Czar.**

**How to ensure Accountability?**

**By adherence to statutory standards and to the Charter. For example, on racism or the denigration of asylum seekers, by desisting from any output injurious to society as a whole.**

A handwritten signature in black ink, appearing to read "Chris Gifford". The signature is written in a cursive style with a large initial "C".

**Chris Gifford**