

## Some Notes on My View of BBC

by a married 67 year old woman who listens to Radio 4 mostly, BBC1 + 2 daily uses radio for 12-14 hrs daily (World Service over night when sleepless) and TV for 3/4 hrs unless something special is flagged in Radio Times. Retired teacher

1. I value BBC for its unbiased coverage of world current affairs. Also coverage getting better. Sports superb except cricket. Channel 4 much better for the average cricket lover. Tennis very good indeed. Sports news esp. athletics very good too

BUT Childrens radio must be developed. NOT boring stuff like "Go For It." but more radio news à la Newsround on TV.

less poor quality American cartoons on TV. More classic and modern childrens book readings. I know from my school experience that childrens listening skills have fallen since the cancellation of Childrens Hour type programmes listening skills are developed early in life and this should be exploited.

2. Far too many trailers for future programmes. I must have seen the trail for "D Day" at least 10 times in the past week. I am so sick of it I no longer take in the detail. Similarly radio trails are too frequent. I challenge the view that a prog. needs to be trailed

2  
few times before "The Public" take it in.

③ BBC should continue to sell anything it produces I regularly read Radio Times & Gardeners World and I buy tapes for myself & as presents. They are usually of very good quality.

④ I think the licence fee is probably best as that gives BBC a base to work on "pay for view" seems like a good idea. I have only the basic 4 channels. They provide all I need.

⑤ I have no knowledge about <sup>BBC</sup> efficiency and efficacy so have no view.

⑥ Regulation seems about right except for recent fiasco relative to Hutton Report. The supreme apology by the Acting Chief Executive made me feel sick. The senior management cannot possibly be personally responsible if an experienced reporter like Gilligan entertained information.

⑦ If it is not already done (and I would imagine it is) a yearly "audit" using viewers/viewers representatives covering ages, races, sexes etc. may be a good idea.

⑧ The BBC must stay independent of Government at all costs; nor should it be dependent on adverts for funding  
Mrs P. Isaacs