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It is essential that the BBC has its CHARTER renewed, and has sufficient funds to continue to evolve as it has since it began: an independent organisation that is committed to PUBLIC SERVICE.

The BRITISH BROADCASTING CORPORATION set the standard of broadcasting in this country. World wide, the BBC label is respected and revered. No other broadcasting system in the world has achieved such a reputation.

The BBC stands for QUALITY, CULTURE, EXCELLENCE. It is a flagship for what broadcasting should be. That it can, over more than 70 years, be accused of falling below its own high standards, on rare occasions, is inevitable, but the very structure of the organisation originally created ensures any necessary correction. Its structure of BOARD OF GOVERNORS as representatives of the public, with knowledge of media and UK culture, DIRECTOR GENERAL and BOARD OF MANAGEMENT, is a safeguard of such quality and balance. It is understood that the GOVERNORS "regulate" both how the BBC is run, and the BBC's output. The idea of appointing another, or different, regulating body would endanger the value of the BBC itself.

WHO PAYS FOR THE BBC?

We must. The public. By licence. It is worth it a hundredfold. All over the world there are instances of what happens when a broadcasting system is funded (therefore influenced, or controlled) by a government. The BBC's independence and self-regulating system is unique and to be valued. Criticisms will always be made against it by politicians. Over decades, we have not had a government that has not wished to influence certain BBC output and accused it of bias against them (from Lord Reith's time onwards). The very fact that the BBC is allowed to remain INDEPENDENT is credit to our governmental system and the country itself.

FUNDING FROM THE PRIVATE SECTOR?

With saturation of advertisements to pay for it? The BBC's output WITHOUT advertisements is a prize beyond price!

IN ALL

The BBC - warts and all - must be maintained by LICENCE fee. No doubt every member of the public would prefer not to have to pay a licence fee, but equally they might prefer not to pay a road tax if they have a vehicle. In both cases, the benefits are greater than the cost. BBC RADIO, BBC TELEVISION - both form a structure and a standard of broadcasting revered all over the world (this is no exaggeration). It should continue, under licence.

A James