

Department for Culture, Media and Sport.

6 Mar 04

Dear Sirs,

BBC Charter Review.

The role of the BBC increases in importance year by year due to:

- A) The private influence of competitive media services.
- B) The propensity of successive governments to try to manipulate the media and adopt the lowest common social factors.

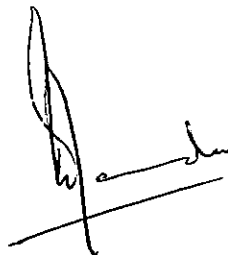
Compared to the organisation of media PLCs the Corporation is owned in moral terms by the licence-fee payers; so, they, only, should elect the Governors. Apart from complying with the law of the land the BBC should not be accountable to Parliament. Possible arrangements might be:-

- A) A board elected every 5 years representative of the regions with authority to co-opt a limited number of specialist members.
- B) Directors should not be paid apart from expenses.
- C) Directors should not have any link to any political party.
- D) Qualifications of age, education and achievement must be a requirement.

The licence fee should continue because anything given free is downgraded or abused.

The principles to inform and educate should precede entertainment and the present mix is not far off correct despite the inevitable odd 'glitch'.

Yours sincerely,



I.H.M. JARDINE