

6th March, 2004.

Dear Sir,

Please accept the following in response to the "Your BBC, Your say" public consultation.

- What do you value most about the BBC?

I believe the BBC has a reputation for accurate, impartial reporting of events/issues which avoid the usual media style of exaggeration or selecting issues to focus on which have some scandal value. It also has the reputation of producing programmes of quality. It is these two things which I value most about the BBC.

- adapting to changes in technology and culture:  
I value the internet pages related to programmes as I do check them from time to time to check on issues which have interested me. I think the BBC must take advantage of opportunities provided by Digital TV otherwise it will get left behind. I am pleased to see BBC3, 4, News24 etc and think more investment should be put into them to ensure each station has a particular culture of its own and it is aimed at a particular audience. More advertising of programmes needs to be done ~~on~~ from these channels, and repeats of programmes should be kept to a minimum. I think internet development other than directly

related to programmes should be avoided. For example I have often wondered why the BBC got into GCSE revision.

- services

I believe such services as the Radio Times, and DVD's of programmes are important. I purchase DVDs regularly, some of which are BBC ones. I think diversifying ~~power~~ within the magazine market might be a good idea. I would certainly purchase a magazine that was an accompaniment to Radio 4. I think using profits from these to support programme development on the TV stations would be beneficial.

- the licence fee.

Consumers are quite used to systems where you pay for what you have access to or view. I think the licence needs reviewing with this in mind so that if you do not wish to receive BBC2 as you never usually watch it you can reduce your fees as a result. I like the fact that there are ~~no~~ advertisements during programmes; particularly films, and so would be sorry if the BBC went down this route. Some aspects of the BBC are very clearly a public service eg BBC World Service and free TV and Radio for those with sight loss or who are elderly. This is very important and must be maintained.

## - Programs and stations

I believe it is important to maintain the regional aspect of the BBC, whilst also giving access to the other programming when variations occur. Occasionally BBC Wales shows a regional programme which I am not interested in and would wish to watch the mainstream programme which was advertised instead. I would value a service that enabled me to select programmes retrospectively and view again, as I have often missed ones I was hoping to "catch". This is also true of radio - though I know this is available through the internet.

## - Accountability and regulation.

The recent issue over the reporting of the dossier on Iraq led me to question the relationship between the BBC and the government. I believe that though the BBC must be accountable to everyone (and that includes organisations as well as individuals), the BBC must clearly be independent if it is to be impartial. The dual role of the BBC Governors may bring conflict and it might be better to split the roles between two bodies of people. The body responsible for regulating accuracy, impartiality etc would need to have "outside" people involved if it were to have any credibility. I think contact with programme makers and organisers should be opened up to a larger degree. I have once wished to complain about a programme

(on ITV though) and had to go through several pages of internet links before I found how to do it. I wished to make my point as an audience member and did not expect a reply justifying the violence I withered. Not all comments need to be replied to and there needs to be a "no reply needed" option. Perhaps an "open surgery" approach would be useful, for the public to comment.

I value the programmes the BBC make. My viewing in general tends to be split between <sup>Channel 4 and</sup> BBC2 in the early evening, and Channel 4 or BBC1 in the later half of the evening. I listen to Radio 4 or local radio stations and have done since my early 30's (as do most of my friends) I know several people who watch daytime TV and most say afternoon viewing is poor.

Yours sincerely

J L John

J. L. John.

P.S. I worry about the adult content of programmes. My children constantly bring my attention to it: unwanted nudity or intimate scenes, unexpected violence. The watershed doesn't seem to hold as strongly as it used to and all programmes (Easterlies) tend to focus on adult issues which often lead to a discussion about them in our house. My son has nightmares from TV viewing and I have to be careful about what he watches. Perhaps some accurate labelling of programmes ~~with~~ which stay on during the programme (in case you watch it half way through) would help.