

09 MARCH 2004

BBC CHARTER REVIEW CONSULTATION

Dear Sir. Reference your consultation leaflet "YOUR BBC YOUR SAY"

1. FUNDING THE BBC. THE BBC SHOULD TAKE COMMERCIAL ADVERTS.

I had always believed that the BBC should only be funded by its licence fee & the selling of programmes, Radio Times etc, however I have completely changed my thinking in the last few years & now believe that the BBC should take commercial advertising.

Much TV & radio BBC airtime is presently devoted to advertising future programmes (I call them adverts but think the BBC likes to call them trailers) These adverts (trailers) are very intrusive, last many minutes & always aired irrespective of scheduled programme timings & will take priority over the programme's punctual start.

A live programme always advertises other, sometimes totally unconnected, programmes. i.e. "Watchdog" always advertises "Eastenders". The R4 "Today" programme always trails programmes every 30 mins or so.

Approx 4 Sundays ago there was no time for the news summary at the end of "Breakfast with Frost" yet there was time for two very long trailers.

I have lost count of the number of times "one is told" "That is all we have time for", "Must stop you there" or the weather forecast becomes a high speed gabble all to ensure time is available for programme trailers.

Currently there is a trailer starring that absurd American
being promoter (What is he trying to say ??) at no doubt a very
high fee & waste of our licence money. There are many other
instances. The BBC does shoot itself in the foot because
all these trailers just induce a big turn off with a feeling
the programme has already been seen so channel change to
something more interesting.

All this wasted time could & should be devoted to commercial
advertising.

2 LOCAL BROADCASTING. MONEY CAN BE SAVED BY STOPPING LATE NIGHT & WEEKEND TV NEWS SUMMARIES

TV The weekday output is good. The 1830 local programme is
good & reasonably unbiased. The 2230 summary is too late
& pointless. The Saturday teatime summary mainly consists of the
already known football results & a long trailer for the Sunday
lunchtime politics show. The Sunday summary is marginally
better but again, comprises of a long trailer for the next
local programme. I would suggest that the COST OF WEEKEND
TV LOCAL NEWS, MULTIPLIED ACROSS THE UK, IS UNNECESSARY &
THAT BBC LOCAL RADIO WOULD BE A SUPERIOR VEHICLE thereby
saving licence fee & releasing time for commercial advertising.

3. BBC m. & regulation. I thought that the BBC abject apology
over the Hutton report was pathetic. Yes, you could have apologised
after the initial transmission but there was certainly no need to grovel.
I am happy with dual role but perhaps there could be a wider
selection field for governors. In any case, we need a strong
Chairman & strong governors who will not bend the knee to politicians

• their unselected comes.

I have no strong views on the other subjects except cut out the bad language. We hear it in the street, no need to in my front room!

Thank you for the chance to comment.

Yours faithfully

Rev Josey

MR R. JOSEY