

March 27th

Dear Sir/Madam,

I am writing to you on behalf of a much neglected group of viewers/listeners i.e. pensioners. We are the people, who have the leisure to spend time listening and watching. Young people are much more likely to be either at work or enjoying themselves.

My friends and I are tired of a diet of sport, soaps — standard, hospital or police — and pathetic comedies, which seem to be directed to a age group of under 7. We are intelligent, educated people, who require some intellectual stimulus. You are probably too young to remember but back in the sixties and seventies the B.B.C. showed wonderful programmes, which I am

Some had a wide appeal. What has happened to drama?  
It seems to have vanished. The B.B.C. made magnificent  
classic series. If it is now too expensive to make new  
ones, why could we not have repeats of programmes like  
the Pallisers for example? In other spheres the B.B.C. has  
not been reluctant to show repeats! What about a re-run  
of the magnificent Civilisation series?

On a different note I should like to commend to B.B.C.  
for Radio 4 which after a brief period of 'dumbing down' a  
couple of years ago, is now a joy. You have even brought  
back the incomparable Road Britain Quiz. That's good! Radio 3  
is also an enormous pleasure.

Television has so much influence but I think at  
present the B.B.C. underestimates the intelligence of the  
great British public.

Yours sincerely

S. A. C. Lloyd