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Dear Tessa Jowell,

THE BBC

The future of the BBC is very much in your hands. It is one of the greatest of surviving British institutions and seems to be very much at risk.

Our whole culture nowadays seems to focus on money. It appears to me that advertisers are very influential and have an effect on the output of any commercial broadcaster who will tend to choose the style which attracts them.

In former days the BBC chose styles and moral attitudes which were slightly above the norm, and it was thus a good influence. At the other end of the scale is the money led policy of FCUK which is exploring the lower levels of taste and behaviour. The business world is flocking to participate in this successful idea. (Please see the attached item.)

The commercial broadcasters are under great pressure to follow the FCUK policy and they certainly aim below average standards of intelligence and conduct (which policy has never failed.)

Unfortunately the BBC has participated too much in this competition for attendance figures and people are entitled to ask why a fee should be paid for a similar output to ITV. I can see that the BBC needs to stay in contact with the majority of viewers because they pay the fee but there is a real necessity to maintain standards. I believe that BBC1 and Radio 4 should be broadcast without any reference to attendance figures and the lower end of popular culture. These two channels should retain our self-respect.

If you appoint Mr Grade you can be certain that the lower levels of acceptability will be constantly patrolled. I think that David Dimbleby would inspire the necessary confidence in this vital British institution at a very critical time.

Yours sincerely,



(Mr J.M. Mackay)

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