

1) HOW DO WE ENSURE THAT THE B.B.C IS PROPERLY ACCOUNTABLE TO THE PUBLIC?

ONE WOULD SUGGEST A WIDER MEASURE OF VIEWER AND LISTENER OPINIONS.

GIVE THE LICENCE PAYERS SHAREHOLDERS VOTING RIGHTS

THE PROPOSAL IS THAT, TO THE LICENCE FEE REMINDER, WHICH IS DELIVERED TO NEARLY EVERY HOME IN THE LAND, A SIMPLE INDEPENDENTLY COMPILED QUESTIONNAIRE ON STANDARDS, PERFORMANCE AND PREFERENCES, BE ATTACHED.

THE RETURNS TO BE INDEPENDENTLY ASSESSED AND THE RESULTS TO BE MADE MANDATORY ON THE B.B.C.

THIS EXERCISE TO BE FINANCED WITH THE MONEY SAVED BY THE ABOLITION OF B.B.C SPONSORED POLLS, MARKET RESEARCH, FOCUS GROUPS ETC FOR WHICH THERE WOULD BE NO NECESSITY AND WHICH, AMAZINGLY, ONLY SEEM TO CONFIRM THAT WHICH THE PROGRAMME MAKERS HAD IN MIND FOR US ALL ALONG.

2/ HOW SHOULD THE B.B.C BE RUN?

FAR FROM THE TIME WHEN THE BBC WAS CELEBRATED FOR BEING FACTUAL, OBJECTIVE, FAIR, IMPARTIAL, EVEN-HANDED AND NEUTRAL — IT WAS A TENET THAT THE VIEWS OF ^{ALL} SIDES IN A DEBATE WOULD BE EQUALLY REPRESENTED — THE BEEB NOW HAS ITS OWN POLITICAL AGENDA, WITH MINOR VARIATIONS. DISCUSSIONS ON THE NEWS AND CURRENT AFFAIRS ARE ENGINEERED TO CONFORM TO ITS OWN CREDO. AND WITH THE INEVITABLE LAPSE IN PROFESSIONALISM:

3/ HOW SHOULD WE PAY FOR THE B.B.C?

(i) PUBLIC SERVICE BROADCASTING IS AN ESSENTIAL COUNTER-BALANCE TO THE COMMERCIAL NETWORKS BUT THE LICENCE FEE IS ANOTHER FORM OF POLLTAX.

GIVEN THE CHOICE ONE WOULD PREFER THE SUBSCRIPTION, OR MONEY IN THE SLOT (TO UNSCRAMBLE THE SCREEN), METHODS OF PAYMENT.

PAYING FOR ONLY THAT WHICH ONE CHOOSES TO VIEW WOULD ALSO SEND A STRONG MESSAGE TO PRODUCERS AS TO WHAT THE PUBLIC IS HAPPY WITH.

(ii) ENJOYING A GUARANTEED INCOME THE CORPORATION HAS SQUANDERED LICENCE MONEY.

SOME EXAMPLES.

MILLIONS, WHICH SHOULD HAVE GONE TO MAKING PRESTIGE PROGRAMMES, HAVE BEEN WASTED ON CHANGING ITS LOGO. THE LATEST, A SERIES OF NON-SENSICAL DANCING FILMS HAVE BECOME A REPETITIVE AND EXPENSIVE IRRITANT.

IN THE NATIONAL PRESS THERE HAVE BEEN REPORTS OF OVERSEAS LUXURY JUNKETING BY B.B.C EXECUTIVES AND MANAGEMENT GROUPS.

WITHOUT ANY OBVIOUS IMPROVEMENT IN CONTENT POPULAR PROGRAMMES ARE GIVEN EPISODES TO BE SHOT IN ATTRACTIVE SETTINGS ABROAD.

AND IS IT REALLY NECESSARY TO EMPLOY SIX, OR MORE, COMMENTATORS AND PUNDITS FOR ONE FOOTBALL MATCH?

ONE COULD GO ON, AND ALL AT A TIME WHEN THE LICENCE FEE IS ROUTINELY INCREASED.

4/ RANDOM POINTS

(i) BY PAYING THE LICENCE FEE VIEWERS ONCE ENJOYED THE PRIVILEGE OF TWO CHANNELS FREE OF ANNOYING ADVERTS, ALAS NO-MORE.

THE BBC NOWS CRAMP EVERY GAP BETWEEN PROGRAMMES WITH TRAILERS FOR ITS OWN WARES WHICH ARE EQUALLY, IF NOT MORE, REPETITIVE, MONOTONOUS AND MADDENING AS THE COMMERCIAL VARIETY.

(ii) IT WAS HOPEED THE BBC, WHEN FACED WITH THE CHALLENGES FROM CHANNELS 4 & 5, WOULD HAVE COUNTERED BY MAINTAINING AND IMPROVING ITS PREVIOUSLY HIGH STANDARDS

INSTEAD THE CORPORATION BETRAYED ITS HONOURIED POSITION OF PUBLIC BROADCASTER AND ADOPTED THE SAME 'DUMBING DOWN', OBSCENE VIOLENCE, GRATUITOUS SEX AND GUTTER LANGUAGE OF THE OTHER NETWORKS

(iii) TYPICAL OF THE LACK OF CONSULTATION BETWEEN THE BBC AND ITS CUSTOMERS - CUM-LICENCE PAYERS - CUM SHAREHOLDER WAS THE ARBITRARILY IMPOSED 9 O'CLOCK WATERSHED.

THOSE OBJECTING TO OBNOXIOUS MATERIAL BEING BEAMED INTO THEIR HOMES, AT WHATEVER TIME OF DAY OR NIGHT, WERE NEVER CONSIDERED AND SHOULD HAVE BEEN GIVEN A VOTE ON THE MATTER.

BEING TOLD THEY COULD ALWAYS SWITCH OFF WAS THE CUSTOMARY BUT INADEQUATE RESPONSE. OUR LICENCE IS PAID IN THE FOND HOPE OF BEING ABLE TO SWITCH ON.

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