

4.4.04

Dear Tessa Jowell,

I would like to make some important points with regards to the future of the BBC.

It is extremely important that the BBC is given a clear mandate to produce quality programmes. At the present time this is not the case. A large proportion of the BBC is simply forgettable tripe!

There has to be a greater commitment to quality. Management and Governors must have a background, or connections in this area.

The present situation came about because under Greg Dyke and Horraine Hegassy, the BBC went for market share of the viewing audience. The result? 'dumbing down' on a grand scale.

The problem was that to justify the license fee the BBC needed the viewing

figures. Another method of funding the BBC needs to be found. Absolutely not advertising, as this would mean more 'dumbing down', but some direct funding method.

We need to be clear about broadcasting. Leave it to the commercial sector to produce the mindless programmes. They have the knowledge and the expertise to market rubbish, and they do it very well.

But why does the BBC have to get involved in this? Why do we have yet another trip to Disney Land on 'Holiday 2004'. Why not get a brochure from the travel Agents?

What is the point of two hours of Darts on BB2? Or why do we need to see Ann Robinson being rude and unpleasant, or get another quiz show for Sun Readers?

When the BBC do something well, it's a joy to see: The Blue Planet, Pride + Prejudice, Radio 4 etc. But there needs to be more of it.

Yours sincerely J. Warburton