

Rt. Hon. Tessa Jowell
 Secretary of State for Culture
 2-4 Cockspur Street
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Department for Culture, Media and Sport	
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Minister	
Lead	
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For information only	
Permanent Secretary	
Director (AR)	A McLaughlin
Director of Strat & Com	
Private Secretary (HW)	
Diary Secretary	
PCU REFERENCE	03/24926

16 March 2004

Dear Ms Jowell,

Thank you for your letter inviting comments on the future of the BBC.

My comments are brief.

Value Most. The BBC's authority worldwide as an independent source of news and comment. As such it is a priceless treasure: unique and uniquely valued.

Adapt. Yes, of course, *Radio Times* now covers T.V!

Online Services. Excellent. See above, *Value Most*.

Commercial Services. Yes, but they are the tail, not the dog.

Payment. The licence is a glorious anachronism and makes what is unique possible. Therefore it should be kept. My fee is a contribution to accurate broadcasting worldwide, not just about what I can get.

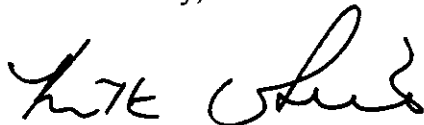
Organisation. It seemed very efficient on Sunday morning when I was interviewed for a radio programme. Don't get over excited about this. Focus attention on *Value Most*.

Regulation. The dual role is another anachronism: by and large (noting Hutton) it works so don't fix it.

Accountability. Keep Parliament out of it. It responds well to comment.

Please take seriously the *Value Most* comment. I travel extensively around the world: it is a priceless heritage.

Yours sincerely,



Dr. Keith J. White
 M.A. (Oxon), M.Phil, PhD