

B. L. Abraham

30th March '05

BBC Charter Review,
DCMS
2-4 Cockspur St.,
London SW1Y 5DH.

Dear Sirs,

Further to your advertisement in the Sunday Telegraph I would like the following to be considered in the renewing of the BBC Charter.

Silly advertisements extolling the BBC virtues should be banned along with the very silly people doing handstands, hanging from ropes or leaping around inanely between programmes. Rather more attention to producing new programmes rather than repeats.

Try for more football & cricket with less emphasis on the minority sports, like athletics. Yes, it is expensive but if only a few people watch the BBC showing unpopular programmes the cost per viewer must be tremendous.

Have a look at the programmes transmitted abroad under the banners of BBC World & BBC Prime. Not only are the programme choices at best questionable but they transmit really annoying advertisements over & over again complete with jingles to drive everyone up the wall. These adverts continue week after week even after the programme being advertised were shown the previous week. This

however does not prevent them from repeating the identical programme the next week. Talk about going through the motions! We had the misfortune to be subjected to these programmes recently on a six week stay in Malta. A straw poll amongst fellow guests revealed that everyone switched the BBC off very quickly when the idiot adverts & jingles started. Luckily CNN was available as light relief from really old East End programmes, weakest link again & again. I still have nightmares after trying to put up with the nonsense of "Will it be camel for lunch", "can I get around Nuremberg Ring in less than ten minutes" "We are having an award ceremony" over & over & over again. I have complained to the BBC Director General & have enquired what the cost of this rubbish is to the pod fee payer. No reply received to date.

Hope this is of some use in your quest for suggestions. I reckon they need a rocket behind them to wake them up.

Yours faithfully,

Blotbrals