

RECEIVED 3 1 MAR 2006

DR COLIN A S GALLOWAY,

28/3/06

Rt Hon Tessa Jowell MP,  
Minister for culture,  
House of Commons,  
Westminster,  
London.

Dear Mrs Jowell,

Department for Culture, Media and Sport	
DATE RECEIVED:	04 APR 2006
First Official (Official Name)	
05/05/06 (Tick)	
BPD	
GMA	
BBC Charter	40262

In renewing the BBC's charter, I hope it is not too late for you to ensure that the BBC should take all sections of society into account when making its programs. It does not do that at the moment.

We all know that there is a large and growing elderly population in this country, of which I am one. However, most programs are made for and by the young, with no thought for the rest of us.

My main points are :-

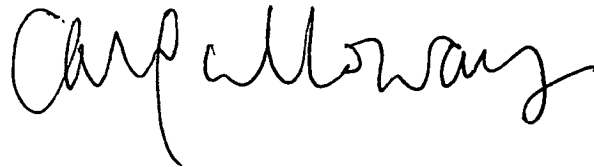
- 1 All too often a program that appears to be on an interesting topic is rendered virtually un-watchable by the intrusive gimmickry such as flickering images, zooming in and out, fast forward, waving camera, sudden changes in scene accompanied by a crash of drums. How is one expected to relax and enjoy a program if one is all the time braced for the next flash and crash. All these effects must be very satisfying for the program maker, but are hopeless for the viewer.
- 2 Our hearing is starting to fail, and one cannot hear what is being said because of the continual background of intrusive drum-beat music, however inappropriate to the setting, and regardless of other background noise such as an engine running or a crowd of people.

- 3 Program makers seem to forget that they are talking to people in their sitting room. In that setting, the exaggerated hand and arm waving is as ridiculous as the close up views that tell us more about the facial acne or state of dental hygiene of the presenter than the topic itself.

Examples of programs that by and large avoid these pitfalls are The Antiques Road Show and those presented by Prof. Aubrey Manning on Landscapes, for example.

So, my plea to the BBC is cut out the gimmickry and consider the viewer more, especially the elderly, and the program maker less.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Chris Alloway". The signature is written in a cursive, flowing style with a large initial "C".

Copy to Mark Thompson and Michael Grade.