

24 April 2006

BBC Charter Review Consultation  
Dept for Culture, Media and Sport  
2-4 Cockspur Street  
London  
SW1Y 5DH

Dear Sir or Madam,

**BBC Charter Review White Paper published March 2006 – On-Air promotions**

Thank you for sending me a copy of the White Paper and for advising about the on-line Draft Royal Charter and for the opportunity to comment on them.

Having read both documents I have a concern over the content of the box at paragraph 6.1.13 on page 36 of the White Paper which deals with on-air promotions. It states that the Government believes that it is important that the BBC should continue to promote its services on air so that licence fee payers are aware of *specific programmes* and the breadth of the BBC's overall offerings. It also states that the Trust will be responsible for ensuring that the nature and content of on-air promotions *remains* appropriate.

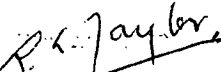
The wording seems to imply that the decision has already been made to continue with the present state of affairs regarding on-air promotions. This means that some programmes will continue to be promoted over and over again creating irritation when viewing and listening.

Having studied the draft Royal Charter I cannot find a specific reference where it says that the Trust are responsible for controlling on-air promotions. It talks about programmes and news broadcast contents but does not appear to mention these transmissions, which occur between programmes, and between programmes and the news broadcasts i.e. a grey area.

This is very disappointing to those licence fee payers who are fed up with so many on-air promotions. Surely the BBC should be compelled to devise a system where viewers and listeners who request programme information can have it and those that don't want it, don't get it. This would be democratic.

At paragraph 10.5.4 page 62 it states that the licence fee constitutes a State Aid and that EU rules on State Aid will be expected to be complied with. It would seem reasonable to consider, therefore, that a state broadcaster should only target a licence fee payer, with multiple on-air trailers about *specific* programmes when they really are vitally important and in the public interest.

Thank you.  
Yours Faithfully,

  
Mr R G Taylor  
Member of the public.

Department for Culture, Media and Sport		
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Treat Official (For Correspondence)		
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