

# **B B C** Broadcast

From the Director of Marketing and Communications

Mr Ted Goodman  
Campaign Against Censorship  
23 Budgen Drive  
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19<sup>th</sup> November 1998

Dear Mr Goodman

I am writing to ask for your participation in a programme of consultation that BBC Broadcast has commissioned.

As you know the BBC is committed to an open, inclusive and transparent approach. As a key part of that commitment, we believe it is essential that we understand key stakeholders' expectations of us.

We have appointed Opinion Leader Research to conduct a top-level consultation for us amongst key stakeholder audiences, in England, Scotland and Wales. This will take the form of informal off-the-record discussion groups and personal interviews, followed by a more extensive telephone consultation.

BBC Broadcast is concerned to involve representatives from all relevant groups to ensure that the breadth of interests and opinions is considered fully. The discussions will cover a range of issues concerning the broadcast environment as well as your perceptions of the BBC's publicly funded channels and services.

Your participation will be a vital part of this important consultation process, and you should know we are taking the process very seriously indeed. We are committed to sharing information and will be producing a report on the key findings. We will, of course, be delighted to send you a copy.

I hope that you will be able to spare the time as we would welcome and value your contribution.

Yours sincerely,



Sue Farr  
Director of Marketing and Communications