

*"Working for quality
and diversity in
British broadcasting"*



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The BBC Must Rebuild Trust

Following the revelation that several high profile BBC fund-raising programmes had deliberately deceived audiences about prize-winners and practices, and of the appalling episode involving the Queen Voice of the Listener & Viewer's chairman, Jocelyn Hay, said:

"VLV members have been deeply shocked and concerned to hear of the instances of deception and error in some BBC programmes, now coming to light. In an era of increasing competition from commercial rivals, we believe it is vitally important that the BBC retains the trust not only of British licence fee payers but also of its world wide audiences, now at record levels.

"We therefore welcome the statements by the BBC Director General, Mark Thompson, and the Chairman of the BBC Trust, Sir Michael Lyons, that swift and thorough action has been taken to investigate the failures and to restore the public service ethos and standards on which the Corporation's reputation and the public's trust have been built. The BBC Director General and the Chairman of the Trust must work together to ensure that these failings cannot occur again."

For more information please contact Jocelyn Hay or Sue Washbrook on 01474 352835.

Editors' note:

Voice of the Listener & Viewer (VLV) is an independent, non-profit-making association, free from political, commercial and sectarian affiliations, working for quality and diversity in British broadcasting. VLV represents the interests of listeners and viewers as citizens and consumers across the full range of broadcasting issues. VLV is concerned with the structures, regulation, funding and institutions that underpin the British broadcasting system. VLV does not handle complaints.

Voice of the Listener & Viewer has no relationship with Mediawatch (formerly the National Viewers' & Listeners' Association founded by Mary Whitehouse.