

20 June 1989

MONITORING THE BBC'S 25% INITIATIVE

Meeting the 25% target is a major problem for the BBC.

Until now they have refused to disclose details of individual contracts. The Home Secretary's proposal not to legislate rests on the goodwill of the BBC's middle managers. Until now we have not been able to rely on such goodwill from these people. These are also the people who have claimed privately to colleagues at conferences that the BBC will never reach the 25% target as it will mean such a major shake-up of the corporation.

It would be far better and safer to put the BBC and ITV on exactly the same footing and require both to act on the basis of legislation.

RECOMMENDATION

Require the BBC to meet the 25% requirement through legislation, in exactly the same way that the ITV companies are being required to do.

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