

BEYOND THE BBC

By the same author

Fleet Street: The End or a New Beginning?
Mass Media in the UK

BEYOND THE BBC

Broadcasters and the Public in the 1980s

Tim Madge

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To Oliver

'All these are thine, but thou art more than all'

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TIM MADGE

List of Abbreviations

ACTT	Association of Cinematographic and Television Technicians;
ADG	Assistant Director-General
BAFTA	British Academy of Film and Television Arts;
BARB	Broadcasters' Audience Research Board
BARRTA	Broadcasting and Accountability: Responsiveness and Responsibilities Towards Audiences
BBC	British Broadcasting Corporation
BCC	Broadcasting Complaints Commission
BCNI	Broadcasting Council for Northern Ireland
BCW	Broadcasting Council for Wales
BMRB	British Market Research Bureau
BoG	Board of Governors
BoM	Board of Management
BSS	Broadcasting Support Services
BRD	Broadcasting Research Department
CE	Commissioning Editor
CEAC	Continuing Education Advisory Council
CPU	Community Programmes Unit
C4	Channel Four
DBS	Direct Broadcasting by Satellite
DDG	Deputy Director-General
DG	Director-General
GAC	General Advisory Council
IBA	Independent Broadcasting Authority
ILR	Independent Local Radio (ie commercial)
ITCA	Independent Television Companies Association
JICTAR	Joint Industry Committee for Television Audience Research
NTF	National Television Foundation
NVALA	National Viewers and Listeners Association
PCS	Programme Correspondence Section
S4C	<i>Sianel Pedwar Cymru</i>
SBC	Scottish Broadcasting Council
TAM	Television Audience Measurement
VHF	Very High Frequency