



**Children deserve the best television.**

**Save Kids' TV is a coalition of parents, producers, artists, educators and others concerned about screen-based media for children in the UK. We are allied to organisations representing the media industry, the audience and cultural groups in a campaign to persuade the Government to acknowledge the value of children's television, and protect it in the face of growing financial pressures.**

In its Review of Children's Broadcasting, Ofcom identified that parents feel strongly their children need television which reflects their own culture. But they're concerned at how few programmes offer that. They're right to be concerned. Despite a proliferation of channels, providing thousands of hours of content per year, Ofcom's report reveals that only 1% of those hours are new programmes made in the UK. Repeats and imported programmes fill the schedules.

Ofcom has also highlighted a huge funding gap that cannot be filled by commercial means. As advertising revenues decrease and broadcasters desert the children's audience, it's clear the market will no longer provide the programmes UK kids need and deserve. The BBC is also under pressure with budget cuts and threats to the children's content on BBC ONE.

UK children need a variety of television programmes that reflect their culture, meet their developmental needs and entertain them. To ensure these programmes continue to be made in the UK, public funding needs to be found to support them. The children who loved *Muffin the Mule* are now grandparents. Three generations have happy memories of how television enriched and empowered their childhoods with stories and games, reflections of their own lives and concerns, and a window on the wider world. Remember *Rainbow*, *Tiswas*, *Magpie*, *Press Gang*, *Children's Ward*, *How* and *Art Attack*? Let's not deny the next generation its own stories and voices.

SKTV believes that the Government must intervene. We support the call for immediate tax-breaks for producers of children's programmes. In the long term, whichever of the options suggested by Ofcom is taken up – there will have to be a commitment to funding for the continued production of quality programmes in the UK.

But the Government will only take action if put under public pressure. If you are concerned about the revelations in the Ofcom report and want to see a revival of the best TV for our children, please take action.

**Sign the Petition on the Downing St. Website:** <http://petitions.pm.gov.uk/kidstelevision>

**Write to your MP asking them to support the Early Day Motion in Parliament:**

<http://pact.co.uk/campaign>

**Register your support and keep in touch with the campaign at:** [www.savekidstv.org.uk](http://www.savekidstv.org.uk)



### **Philip Pullman is Patron of Save Kids' TV**

"Save Kids' TV is an organisation we shouldn't need. We shouldn't need it, because we should be able to trust television channels to create and broadcast excellent programmes for our children, programmes which reflect the lives of modern British children in the society they know, as well as exploring the imaginative, the funny and the fascinating. The fact that such programmes are almost impossible to make today is not due to any lack of talent; it's due to the dogmatic insistence that profit is more important than anything else, and that cutting costs and increasing profits must prevail over every other consideration. But there are things that cannot be measured by financial yardsticks, and one of these is the well-being of children. Children need the best of everything, and that includes the best of television – not the cheapest. Save Kids' TV is working to make sure they get it."