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Sent: 27 September 2004 14:43
To: info
Subject: A view on cultural policy - circular received from James boyle[Scanned]

Taking the points set on in the circular in reverse order:

- > 5. Make it absolutely clear that the concentration is on *quality*.
- > 4. Keep pushing for grassroots material on TV - which the TV companies will continue to resist in favour of 'international' i.e. American material. Perhaps Scotland can take a lead on this which is very much needed.
- > 3. Money (resources) is not everything or even the main thing. Creative people will create whatever the difficulties - it is in the nature of the beast.
- > 2. 'Institutional infrastructure' can be ruinous - the less of it the better.
- > 1. Creative potential is there - signal encouragement to all.

Sincerely
Ralph Maddern
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