

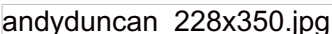
Is Andy Duncan TV's Steve McClaren?

 blogs.lse.ac.uk/polis/2008/04/24/is-andy-duncan-tvs-steve-mcclaren/

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In football they have a saying: "Form is temporary, class is permanent". It explains why Newcastle United are prepared to invest more than £100,000 a week in injury-prone [Michael Owen](#). When he's good, he's very, very good. Similar reasoning may apply to the BBC's decision to hire failed England football boss [Steve McClaren](#) as a pundit. And perhaps the same logic is at work with the new contract for Channel 4 boss [Andy Duncan](#), who has seen his salary double despite some disastrous moments for the channel over the last year or two.





The [Daily Mail](#) – which has never loved Channel 4 – puts it like this:

Despite facing calls to be sacked last year over his handling of the reality TV show fiasco, he received almost twice his £650,000 salary in bonuses and loyalty payments. This astonishing pay-out comes despite the fact Channel 4 was also fined £1.5million for phone-in competition rip-offs on Richard & Judy and Deal or No Deal. The salary hike also comes after an awful year for the broadcaster, which saw profits plummet by almost £20million, barely breaking even.

Since then Duncan has launched a new strategy which will seek to win back the channel's place at the heart of public service broadcasting. They won seven TV [Baftas](#) this week which reflected a desperate attempt to foreground their more quality output.

One victory has been that opinion-formers in the industry are taking seriously the idea that Channel 4 should get some public money post 2012.

Even [Peter Bazalgette](#) who told the RTS this week that C4 should be privatised wants them to get some taxpayer cash.

But unofficial BBC blogger [Nick Reynolds](#) thinks this would be a mistake for C4 as it would lumber them with a whole new set of regulatory baggage. [Ofcomwatch](#) see it as another indicator of Ofcom's power-grab and an indication of Ed Richard's desire for yet more state control of broadcasting.

Clearly Channel 4's board feel that the marketing guru turned TV mogul may be a thoroughbred worth backing.

BBC Sport seem to think the same about the hapless former England football manager Steve McClaren. He to be paid to commentate on Euro 2008 this summer. I guess smaller sums are involved than Duncan's pay packet. But in the week that they decided to [dump](#) the entertaining Ian 'jester' Wright it is a signal that BBC sport are backing Establishment links rather than flair.

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