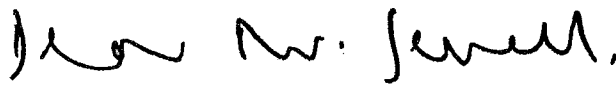


PRESS COMPLAINTS COMMISSION

From the Director

20 November 2007

Ken Sewell
Chairman
Cambridge Media Group
The Studio
High Green
Great Shelford
Cambridge
CB2 5EG

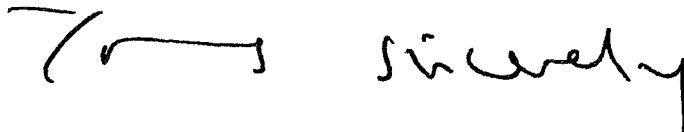


Thank you for your letter of 15th November. It was kind of you to reply.

However, I am still bemused by your explanation for the wholly partial references to the PCC contained in 'Media Issues'. You claim that it is your policy to present a balanced view of the issues in your series of books. Yet my complaint is that there was no balance at all in the book's references to the PCC. How can children be expected to come to a 'balanced judgement' when they are not given the arguments in favour of the PCC or any reliable information about its remit or performance? I know that the content is externally-generated – and we will be taking some of the points up with Channel 4 Learning as you suggest – but you are responsible for editorial decisions about what is included in the book. And the result, in this case, is an incomplete and misleading picture of the PCC. Surely the thing to do is to include information from other, preferably reliable, sources?

I was amused by your suggestion that I might welcome school discussions about the PCC based on what is included in the book. A nice try, as they say. But you might as well argue that 'Cambridge Media Group' would welcome inaccurate and damaging press coverage on the basis that it raised its profile.

With kind regards.



Tim Toulmin



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