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07/09/06



Bill Akass Esq
Online Editor
News of the World
1 Virginia Street
London E98 1NW

21st September 2006

Dear Mr Akass

29 SEPTEMBER – 3 PM

I am looking forward to seeing you next week to discuss the Code of Practice's application to online journalism.

The meeting will take place at the PCC's offices at 20-23 Holborn. As I said in my letter last month, the newspaper and magazine industry has now confirmed that audio-visual editorial information on newspaper and magazine websites is subject to the Code of Practice as much as written information and still pictures. I have been working with the Secretary of the Code of Practice Committee, Ian Beales, to produce some draft guidance which makes the Commission's general approach to complaints about online journalism clear. Please find a copy of the draft guidance note enclosed.

The first part of it outlines what the Commission's current approach is, while the second extends these principles to audio-visual material. I would emphasise that this is very much a first draft and that we are open to any suggested changes. We would be very pleased to hear from you about whether you would be comfortable with such guidance, whether there are any useful practical additions that could be made, any hostages to fortune or difficulties that may arise from it. It is deliberately not too specific: our usual approach is to give general high level guidance so as not to be too prescriptive.

After we have consulted with online editors, the guidance would then need to be endorsed by the Code of Practice Committee, the Press Complaints Commission, and the PCC's funding body PressBoF.

With kind regards.

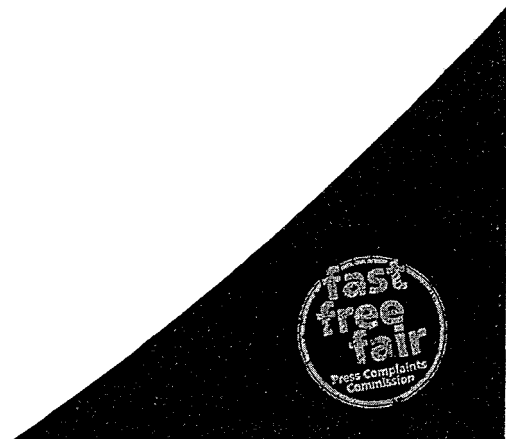
Yours sincerely

Tim Toulmin

Enc.

cc. Tom Crone

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- DIRECTOR**
Tim Toulmin



PRESS COMPLAINTS COMMISSION

From the Director

Derek Bishton Esq
Group Consulting Editor (Online)
Daily and Sunday Telegraph
1 Canada Square
Canary Wharf
London E14 5DT

21st September 2006

Dear Mr Bishton

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