

## **Readers' editor email analysis: main subjects readers raise**

### **1A Complaints about journalism:**

- Spelling and grammar
- Factual errors
- Graphics
- Photographs: wrong, old, questionable taste/offensive, copy requests
- Misleading statements
- Misrepresentation, stereotyping
- Stigmatisation of oppressed or misunderstood minorities, eg transsexuals, those with mental illness
- Ethics, taste and decency
- Plagiarism
- Children: exploitation, written about by parents, exposure, identification

These can take between a day, a couple of weeks or even months to resolve, eg Adrian Levy/Cathy Scott-Clarke on Aung San Suu Kyi (months)

### **1B Complaints about overall editorial**

- Complaints about early editions (Times and Telegraph manage to deliver final editions to far flung areas but we don't, eg don't print in Scotland)
- Complaints about absence of Sports results in early editions (see item above)

## **Deletion/partial deletion requests**

### **Legal**

- Claims of libel, defamation

### **Seeking Guardian contacts 1**

- Story pitches
- Personal experiences
- News stories
- Individual and desk contact details

### **Seeking Guardian contacts 2**

- Students seeking help with dissertations or projects
- Questionnaires
- Work experience

### **Web/technical difficulties**

- Fix or add links
- Problems with digital edition
- Website navigation
- Inability to download
- Competitions, camera club, etc

### **Web/moderation**

- Complaints about tone
- Queries re comment deletion

**Reader offers**

- Availability
- Problems with payment
- Non-arrival of goods
- Queries about wallcharts/guides

**Circulation**

- Subscriptions and vouchers, complaints and queries
- Missing sections
- Copies of the paper not available at local newsagents

**Production**

- Poor print quality or damaged newspapers

**Ads and Marketing**

- Inappropriate Google ads
- Advertising standards
- Complaints about marketing promotions issued with the Observer (Guardian regulars feel they are owed a free copy)