



From the Chairman

23 October 2007

Jeremy Hunt Esq MP  
House of Commons  
London

SW1A 0AA

*Dear Jeremy,*

Thank you for your letter of 16<sup>th</sup> October letting me know about the suggestion you have made to Ofcom and the BBC Trust regarding the digital manipulation of images.

I agree with you that it is far preferable to try to raise standards through self-imposed rules and industry consensus rather than rely on the state to regulate. In the case of the press, we have expanded the clear rules contained in the Code of Practice with one or two key adjudications which set out the boundaries of what is acceptable in this area. Compliance with the rules currently appears to be good – complaints are very rare, and the press seems to take care to label images to make clear whenever images are manipulated (for instance, when they do so for humorous reasons).

We would be very pleased to discuss the matter with Ofcom and the BBC Trust should they wish to do so.

With kind regards.

*Yours ever,  
Christopher*

Sir Christopher Meyer

*I much enjoyed our discussion over dinner. Lets keep in touch.*

**CHAIRMAN**  
Sir Christopher Meyer

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