

400th resolved complaint

The PCC has recently brokered its 400th amicable settlement to a complaint in 2008. The case in question involved one of the more niche publications with which the Commission deals – Practical Poultry Magazine.

Ms Michelle Park of Banchory complained that the magazine had published an edited version of a letter she had sent to a supplier with a question about treatment for Northern Fowl Mite – an infestation that had affected her chickens – as part of a Question and Answer section. The complainant indicated that she had not given consent for the publication of her letter.

The complaint was resolved when the newspaper published a further letter from the complainant, explaining that she had successfully eradicated the infestation by the use of Poultry Shield to clean the coops and the application of Eprinex and Frontline to the birds.

The PCC's primary role is as a mediator, seeking suitable remedies to breaches of the Code of Practice. In only a very few instances are such breaches not satisfactorily remedied. In all of 2007, 482 complaints were resolved to the satisfaction of complainants.

ENDS

30 September 2008