



From the Director-General
10 July 2019

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Dear Ross,

Thank you for your letter dated 18 June with your comments about how we label think tanks and lobby groups on our programmes.

I agree that this is an area where particular care must be taken. As you may know, we have, this week, published our revised Editorial Guidelines; these include an amendment making it clear that our editorial policy regarding the identification of such contributors includes think-tanks and their funding.

The updated Guidelines state:

4.3.12 Impartiality – Contributors' Affiliations

We should not automatically assume that contributors from other organisations (such as academics, journalists, researchers and representatives of charities or think-tanks) are unbiased. Appropriate information about their affiliations, funding and particular viewpoints should be made available to the audience, when relevant to the context.

All BBC output is subject to our Editorial Guidelines, and in order to ensure that we are fully accountable to these, any potential breaches may be raised through our formal Complaints Framework for investigation. Details of the process by which to do so can be found at <http://www.bbc.co.uk/complaints>.

I'm grateful to you for sharing your thoughts, and for raising this with me.

Best wishes,

A handwritten signature in blue ink that reads 'Tony'.

Tony Hall
Director-General