



From Director, News

Lord Pearson of Rannoch
House of Lords
London
SW1A 0PW

09 May 2011

Dear Lord Pearson

Thank you for your letter of 12 April and I have now had time to examine your survey of the Today programme's coverage of the EU between September and December last year.

As ever, your report makes interesting and thought-provoking reading.

You have also sent what you describe as a complaint based on the findings of this survey and other surveys going back to 2005. As I have previously explained, however, we do not usually respond in detail to individual reports and we have our own internal mechanisms for evaluating coverage.

Aside from this principle, however, even your most recent survey refers to coverage on Today last autumn and is therefore 'out of time' as complaints should be made within thirty days of broadcast.

I would, however, comment that, much as you might wish us to devote more time to those who, like yourself, advocate withdrawal from the EU, I am confident that our coverage has shown, and continues to show, due impartiality.

Finally, I should like to assure you that we try very hard to avoid complacency about our coverage of Europe and therefore your feedback is useful stimulus. I shall be discussing it with my heads of department and I shall ask the Today team to reflect upon it too.

Yours sincerely,

A handwritten signature in dark ink that reads "Helen Boaden".

Helen Boaden
Director of News

