

7th March, 2000

OPINION
LEADER
RESEARCH

Mr David Webb
68c Flood Street
Chelsea
London
SW3 5TE

Dear Mr Webb

Birmingham Citizens' Jury
British Board of Film Classification and Opinion Leader Research

I am writing in response to your recent letter concerning our contact with you in relation to the British Board of Film Classification Citizens' Juries.

Your contact details were provided by the BBFC and our Research Executive, Diane Beddoes, telephoned you on February 2nd, following up the call with a letter, also dated February 2nd. As you say, the letter stated that Dr Beddoes would contact you shortly to discuss things further.

First, may I apologise for our failure to contact you following the letter, and any inconvenience that may have caused. I can assure you that the invitation was sincerely made and that our intention was to inform you as soon as possible as to whether your participation was required.

Second, I must assure you that we were not engaging in a PR ploy, but attempting to provide a rounded panel of opinions on film classification to the participants in the Jury. As I'm sure you will understand, this involves contacting more people than will, in the end, be required to take part. Dr Beddoes did try to follow up the letter by phone but was unable to reach you. When we had received confirmation from the number of witnesses needed to ensure that each panel presented a balance of differing opinions, we contacted those people we had initially approached to advise them we would not need to call on their help, and to thank them for their interest. We failed to do this in your case, for which I can only apologise once again, and reiterate that our intention at all times has been to include voices from all sides of the debate surrounding film classification.

I appreciate your irritation at the inconvenience caused you. Again, I must assure you that our approach to you was honestly made and that the ensuing confusion does not reflect a cavalier disregard for your willingness to contribute to the Jury, but rather a failure of communication on our part.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Viki Cooke'. The signature is stylized with large, sweeping letters.

Viki Cooke
Director

cc Andreas Whittam Smith, British Board of Film Classification