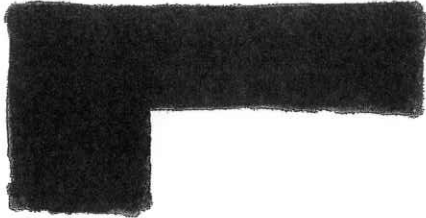


From the Director-General

10 September 2010



Dear Sir / Madam

Thank you for your letter dated 23 August, setting out concerns your [redacted] has around the wearing of poppies by BBC presenters.

Your client disputes that the wearing of poppies by BBC presenters is a voluntary act. I can restate that the decision to wear a poppy in BBC television programmes is one for the individuals concerned to make, whether they are presenters or other members of staff. Internal advice is restricted solely to guidance on the dates on which poppies may be worn, should an individual choose to do so. When programme makers are advised of these dates it is made clear that wearing a poppy is a voluntary activity.

In your letter you ask for details of any internal guidance or policy documents issued to presenters on the wearing of badges or emblems, particularly ones which may be seen to cause offence to a viewer. The BBC does not issue any guidance, beyond that stated above, regarding the wearing of badges or emblems by presenters.

Yours faithfully

Mark Thompson