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Head of Content Policy
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20 November 2009

Dear Steve

Ofcom's Rules on Party Political and Referendum Broadcasts

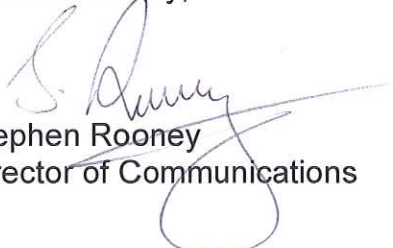
Thank you for your letter of 16 September 2009 and the consultation paper on the review of the Rules on Party Political and Referendum Broadcasts.

We are grateful that Ofcom has responded positively to the points we made in my letter to you of 17 July 2009. In particular, we welcome:

- the greater clarity about determining the number of broadcasts to be allocated to major and other registered parties, taking into account the circumstances of a particular election
- the more specific guidance for licensees, on the qualifying requirements, at elections where proportional representation is used
- the greater flexibility to provide for circumstances where registered parties, other than "major" parties, may qualify for a series of broadcasts
- the new provision that designated organisations at a referendum, should receive a series of broadcasts

Thank you again for canvassing the Commission's views at an earlier stage.

Yours sincerely,


Stephen Rooney
Director of Communications

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