

**Teenage Magazine Arbitration Panel**

**ANNUAL REPORT 2003**

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## Chairperson's foreword

This year has been a challenging but positive year for the Teenage Magazine Arbitration Panel and the teenage magazine industry.

In May, TMAP secured a landmark amendment to the Sexual Offences Bill (now the Sexual Offences Act 2003) during its passage through the House of Lords, to preserve the right of agony aunts and other adults to give advice to young people about the emotional and physical impact of sexual relationships. The lobby was led by TMAP and supported by the Children's Rights Alliance, National Union of Teachers, Family Planning Association and Periodical Publishers Association (PPA).

The desire of teen magazine editors to produce responsible editorial has been impressive this year and is reflected in the fact that the TMAP Panel made only one adjudication (in response to seven complaints about the same article). The article, run in the May 2003 edition of *Sugar Magazine* entitled 'Are you cool about condoms?' gave readers the opportunity to order a free condom online as part of a Marie Stopes International sexual health initiative. The complaint was not upheld.

Although the number of complaints was low we continue to receive a stream of enquiries from the media, students and teachers about the role and work of TMAP.

TMAP ran its annual forum on 13 October 2003 designed to brief the teen magazine industry on the key legal, health and policy issues affecting their readers. This year the forum focussed on the subject of adolescent sexual health and attracted a record number of editors and their staff.

The calibre of the day's speakers would suggest that TMAP is now perceived as filling a significant role, with teenage girls' magazines becoming widely recognised as an important and accessible informal educational resource for adolescent girls, (and not a few adolescent boys). Thus teenage girls' magazines can enable young people to make more informed choices about their behaviour – choices which could improve their chances of a healthy and fertile future.

Our keynote speaker was Margaret Hodge, Minister for Children, Young People and Families, who spoke of the "terrific role" of TMAP, and teenage magazines. The Minister was joined by Michael Adler, Professor of genitourinary medicine and sexually transmitted diseases at the Royal Free and University College Medical School, who gave the audience insight into the significant recent deterioration in the sexual health of young men and women.

That Professor Adler, with his heavy clinical and research commitments, Julie Douglas from Marie Stopes International and Dr Belinda Brooks-Gordon from the School of Psychology at Birkbeck College all spent the whole morning with the group, was valuable for journalists, publishers and the TMAP panel.

"Adolescent Health" received prominent media publicity when a report under this title was published in December 2003 by the Board of Science of the British Medical Association. Its sober findings on the health of adolescents (general fitness, mental and sexual health) made clear that the formal educational system is too frequently failing to get important health messages across to young people. The encouraging fall in the numbers of teenage pregnancies, was overshadowed by the 100%+ increase over five years in sexually transmitted infections, with women between 15 and 19 showing the greatest increase. That screening programmes had revealed a 10% incidence of chlamydia in women under 25 was a particular concern. Though these young women were symptom free, these silent untreated infections often cause permanent damage to their fertility, and are also associated with increased risk of ectopic pregnancy and disabling pelvic inflammatory disease. The importance of early diagnosis, treatment and contact-tracing of infected partners remains paramount (and challenging).

Accessible, confidential, adolescent-friendly services with drop-in facilities were seen as essential if young people are to protect their reproductive health. Nowhere is this lack more evident than in STI services where waits of four to six weeks for an appointment are common, and hamper both containment of the epidemic of sexually transmitted diseases in society, and the reduction of potential damage to young peoples' reproductive future.

It is to be hoped that the high media profile of both the report of the House of Commons Health Committee's Report on Sexual Health (which highlighted their shock at the lack of adequate responsive services for the diagnosis and treatment of STIs) and the recommendations of the BMA Report will lead to realistic investment by the NHS in youth-orientated sexual health clinics which research has shown have positive effect on adolescent sexual health. The encouragement given to young people by teenage magazines to visit specialist clinics for help in protecting their sexual health rings hollow with the present grossly over stretched services revealed by the Health Committee Report.

That their confidentiality will be respected is well known to impact on the willingness of young people to access health services, most particularly for sexual health care. There are concerns that this may be imperilled in the proposed new NHS Care Record Service currently being developed. It is proposed that identifiable data from all services used by any individual will be collected (without specific consent) on a national data spine. A one-off consent to access by health

and social care teams will be sought by the NHS. It is understood that decisions about how reproductive health records will be handled in this new NHS Care Record Service are not yet finalised. Ministers will doubtless take into account the baleful effects that such potential loss of confidentiality would have on adolescent sexual health, whose improvement is a genuine concern of the publishers and editorial staff of teenage girls' magazines.

Finally, I would like to thank Nick Mazur and Clare Hoban (who joined the PPA in March 2003) for their energy and commitment to the work of the TMAP secretariat.

**DR. FLEUR FISHER**

## About TMAP

The Teenage Magazine Arbitration Panel (TMAP) monitors the sexual content of teenage magazines, ensuring that all sexual information in such magazines remains accurate and appropriate for the target readership, and in accordance with the TMAP guidelines. The guidelines are the publishing industry's own standards, produced in co-operation with magazine publishers, editors and retailers, and approved by the Home Office. They are administered by a Panel of health professionals and publishers who meet to adjudicate on complaints and to decide whether there has been a breach of the guidelines. Magazines falling within the remit of TMAP are all those where 25 per cent or more of the readership are girls aged under 15 years.

## The Panel

The Panel consists of representatives from the fields of child public health, teenage sexual health, sex education, law and publishing and is chaired by Dr Fleur Fisher. The TMAP secretariat is run by Clare Hoban, head of public and legal affairs for the PPA.

TMAP will be saying goodbye to Sarra Manning, associate editor of EMAP Elan, publisher of youth titles, *Bliss* and *J17*, who will be replaced by Nicki Brown, group publishing director of *Bliss* and *J17*. TMAP would like to thank Sarra for all her hard work during this year.

### Dr Fleur Fisher

A former head of the British Medical Association's Ethics, Science and Information Division, she is now director of the independent consultancy Healthcare-ethics, vice-chairman of the International HIV/AIDS Alliance, and Trustee of The Medical Foundation for AIDS and Sexual Health (MedFASH)

Before joining the staff of the BMA in 1991, she spent 15 years working in family planning clinics and developing both community services and educational training programmes for doctors and nurses, teachers, and social workers. She has worked on sex education programmes with teachers, youth and social workers and for Piccadilly Radio and Granada TV.

### Dr Diana Ernaelsteen, CBE

Dr. Diana Ernaelsteen CBE is a paediatrician. From 1983 to 1995 she was senior medical officer to the Department of Health and senior medical adviser to the Department of Education and Her Majesty's Inspectorate (OFSTED). She was consultant medical adviser to the Department for Education and Employment from 1995 until 2002. She is honorary senior consultant paediatrician to the

Tavistock Clinic and was previously chairman of the National Association for the Education of Sick Children.

### **Dr Roger Ingham**

Dr Roger Ingham is reader in Health and Community Psychology at the University of Southampton, and director of the Centre for Sexual Health Research.

Dr Ingham has worked on sexual health issues for many years. During this time he has published widely on relevant topics and worked closely with policy makers in this country and abroad. He has been a consultant for the World Health Organisation's AIDS programme, and is currently a member of the Government's Independent Advisory Group for the Teenage Pregnancy Unit and was a member of the Sexual Health and HIV National Strategy core group. He was consultant for the Channel 4 series "Generation Sex", and a survey he directed was featured extensively in the first of the programmes (Sex from 8 to 18).

### **Monique Allan**

Monique is a practising commercial barrister specialising in a broad range of commercial advisory, litigation and arbitration work. She is also a Fellow of the Chartered Institute of Arbitrators. Before being called to the Bar in 1986, following postgraduate studies, she worked in the insurance and banking industries. She has a daughter of 25 and son of 23.

### **Sharon Christal**

Sharon Christal has been editor of IPC Media's *Mizz* magazine since March 2001. She initially joined *Hair* as an editorial assistant and was promoted to deputy editor before moving to *Mizz*. Alongside her role as editor, Sharon heads both the 'Specials' strategy and the brand licensing programme for *Mizz* which includes watches, fashion, calendars, and cosmetics.

### **Lysanne Currie**

Lysanne Currie has been editorial director of *Sugar* magazine since January 1999, overseeing *Sugar* (UK), *Sugar* (Germany), *16* magazine and new magazine launches. Since 2002 she has also been editorial director of *ELLEGirl*. Lysanne joined *Sugar* in December 1996 as deputy editor, moving on to launch *16* magazine in Germany. She has freelanced on a wide range of titles from *Melody Maker* to *more!* magazine, joining *19* magazine in 1992 as a junior sub-editor and moving up to become features editor.

### **Sarra Manning (to be replaced by Nicki Brown in 2004)**

Sarra Manning is associate editor of EMAP Elan, publisher of youth titles, *Bliss* and *J17*. Having joined the Panel in December 2002 Sarra will be replaced in January 2004 by Nicki Brown Group Publishing Director of *Bliss* and *J17*. At EMAP, Sarra is responsible for training, editorial strategy and new product development within the youth group. She also consults on EMAP titles, *The Face* and *New Woman*. Sarra was previously editor of *ELLEgirl* and prior to that worked on *ELLE*, *J17* and *SKY* magazines and has 10 years experience within the youth market. She is also signed to Hodder Headline as an author and has her first teen novel published this year.

### **Nicki Brown**

Nicki Brown has been involved with the magazine industry for 13 years and has worked for both business to business and consumer publishing companies. Nicki has been with Emap for eight years and during that time has published magazines in the health, homes, parenting and most recently youth market. Her current role is youth group publishing director with specific responsibilities for *Bliss* and *J17*. Nicki also deputises for the managing director and helps run the Emap Elan business. She has a 4 year old daughter.

## Complaints

**Adjudication date: 14 July 2003**

**Article:** "Are you cool about condoms?" - feature article May 2003 issue of *Sugar* magazine

The article was reviewed in the context of 3.1, 3.4, 3.6 and 3.7 of the TMAP Guidelines.

3.1 Readers will always be encouraged to take a responsible attitude towards sex and contraception and where relevant to seek advice from general practitioners and other professionals.

3.4 Editorial advice will be given in good faith, with relevant professional organisations contacted for guidelines and named within the editorial if appropriate.

3.6 The editorial content of magazines will reflect the typical concerns of the magazines readership, with advice given to provide readers with relevant and responsible answers to their concerns.

3.7 It is recognised that magazines have an important role to play in the field of sex education for, and emotional development of teenagers.

## Panel decision

### Complaint not upheld

The survey that prompted the article showed a high level of ignorance amongst 11-15 year olds about sex and contraception and this demographic is a reflection of the core readership age of *Sugar* magazine. The panel was concerned by the statistic that four out of ten people surveyed believed it was illegal to purchase condoms. The panel also noted that a proportion of the young people who answered the survey had already embarked on some form of sexual activity.

The panel emphasised the importance of the condom as one of the most effective methods of contraception and barrier to sexually transmitted infections available to people today and the need to remove 'sordid sex' connotations from condom use. The panel found that the article achieved this by highlighting the importance of condoms to help prevent pregnancy and protect against sexually transmitted infections. The panel also found that the way in which the reader could obtain the condom was inclusive and unobtrusive because it sought to

educate and connect with all its readers irrespective of whether they wished to order the condom.

The article satisfied clauses 3.6 (by encouraging readers to take a responsible attitude towards sex) and 3.1 (reflecting the typical concerns of the magazines readership) by dispelling dangerous myths about condoms and educating the reader about condom use.

The article also satisfied clause 3.4 (contacting relevant professional organisations) and 3.7 (recognising the important role magazines play in the field of sex education) by using a survey in association with an established sexual and reproductive health agency, Marie Stopes International UK, to educate young people by enabling them to become familiar with condoms in an environment in which they felt comfortable.

### **Formal recommendations**

'Sex Shock 5' informed the reader that they could visit their own doctor. Any article addressing sexual health should inform the reader that they can visit any general practitioner for help not just the general practitioner with whom they are registered.

## Sector information – new launches in 2003

### *dare magazine*

BBC Magazines newest addition to its teen portfolio, *dare*, was launched on 22 October 2003. BBC Magazines has aimed the publication at 10 to 14 year-old girls and “aims to strike a balance between being smart, cool and funny”.

## Research and publications in 2003

**Dr Roger Ingham, director of the Centre for Sexual Health Research, University of Southampton, member of TMAP and the Independent Advisory Group of the Teenage Pregnancy Unit writes:-**

A few publications caught my eye this year that I thought would be of interest to editors and staff on magazines. Perhaps the most relevant and comprehensive is a research report on young people and how the media influence their attitudes and perceptions of personal relationships<sup>1</sup>. The work involved a comprehensive literature review, discussions with 120 young people aged between nine and seventeen years and a survey of 800 young people. A book called *Young People, Sex and the Media*, by the same authors, is to be published by Palgrave Macmillan.

There is a wealth of interesting material in the report; for example, whether or not they choose to do so, children frequently encounter sexual material in all types of media but little of this is explicit. Although they express difficulty in identifying the 'messages' and reported that these are often mixed and confusing, they nevertheless value the media as sources of information relative to other sources, such as parents or schools. The authors conclude that style of parenting affects the ways in which material is responded to, and that '... the media do not have an autonomous ability either to sexually corrupt children or to sexually liberate them'.

Mixed views were expressed in the group discussions regarding the value and seriousness of magazine 'problem pages'. While some treated the letters and responses with a certain degree of scepticism, others found them to be really useful sources of advice and support on topics that they could not discuss with anyone else.

In terms of information on readership patterns derived from the survey, girls were more likely to read magazines than were boys. Overall, the authors report that seven percent of the sample reported not reading any magazines, 31 percent were described as 'dabblers' (sometimes or occasional readers), 34 percent as 'committed' readers (one magazine frequently) and the remaining 29 percent were 'dedicated' (two or more magazines frequently). The social class of the respondents apparently did not affect these figures.

Still on media use by young people, a survey was carried out by Carrick James (with my Centre devising the questions) for Channel 4 in connection with their

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<sup>1</sup> Buckingham, D. and Bragg, S. (2003) *Young People, Media and Personal Relationships*, London, Institute of Education (sponsored by ASA, BBFC, BBC, BSC and ITC).

Kids on Porn programme. This revealed that the majority of young people aged between 12 and 15 years have accessed pornography at some stage, often in groups, and just for a laugh. Access increases with age, and more boys than girls report regular access. Of those who report accessing pornography, only one-third said that their parents knew about it. The major reasons provided by the users were, for males, curiosity (48 per cent), 'it is funny' (43), enjoyment (27), sexual excitement (19) and fascination (18); for females, the major reasons reported were 'it is funny' (51 percent), curiosity (40) friends insisting (24) and enjoyment (6). There were mixed views amongst the sample as to whether pornography is generally harmful for society, and whether it encourages or discourages sexual crimes.

The evaluation of the Government's teenage pregnancy strategy<sup>2</sup> is now in its third year. Of the 16 study sites selected as being representative of the country as a whole, 14 showed a reduction in rates of under-18 conceptions, ranging from less than one per cent to over twenty per cent; these data are consistent with the overall national picture of a steady decline in rates since the strategy was introduced.

The national campaign continues to have a positive impact on awareness amongst young people of the Sexwise helpline and of Chlamydia. Magazines are the most consistently reported source of information on the campaign's messages. Specialist sexual health services for young people continue to increase across the country, and most GP practices offer help for young people; however, there are still concerns regarding confidentiality for under-16s. Knowledge of emergency contraception has failed to increase as the strategy has progressed; there may be an important role here for magazines aimed at older young women.

A report on some research that we did at Southampton (using a national sample) appeared in a US journal<sup>3</sup>. This reports that the majority of young people first access a service (GP, family planning clinic, young person's drop-in centre, etc.) after they have had sex for the first time; this seems to be the wrong way around! The major reasons for not accessing in advance were not expecting it to happen, fears over confidentiality, feeling that they were too young, and not knowing about what was available in their locality. The most frequent triggers for

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<sup>2</sup> This is being carried out by a consortium based at the London School of Tropical Medicine and Hygiene, University College London and the BMRB. The Annual Report Synthesis is available from the Teenage Pregnancy Unit. (020 7972 5073).

<sup>3</sup> Stone, N. and Ingham, R. (2003) When do young people in the UK first access sexual health services for contraceptive help and advice?, *Perspectives on Sexual and Reproductive Health* 35 (3), 114-120

first attendance were to change contraception (from condom to pill), for a pregnancy test and for emergency contraception.

Two other news items – the Scottish Executive has published its draft Sexual Health Strategy and is inviting comments up until the end of February. The strategy calls for vastly improved and nationally consistent sex and relationships education in schools, improvement in the range, quality and accessibility of sexual health services, and to influence the cultural and social factors that impact upon sexual health.

Finally, the House of Commons Select Committee on Health produced a report on Sexual Health<sup>4</sup>; amongst other comments, the report concluded that services were faced with a 'crisis'. The report calls for greatly improved sexual health services, as well as for sex and relationships education to be made part of the National Curriculum.

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<sup>4</sup>House of Commons Health Committee, *Sexual Health*, third report of session 2002-2003, obtainable from <http://www.tso.co.uk/bookshop>

## TMAP events

The TMAP Annual Forum was held on 13 October 2003 and was attended by a 40 strong audience of teenage magazine editors, journalists and Government representatives from the Department of Health and the Department for Education and Skills. The keynote speaker, Margaret Hodge MP, Minister for Children, Young People and Families, paid homage to the "terrific role" of the TMAP, and teenage magazines.

The Minister said: "Teenage magazines are seen as the best friend of young people through the roller coaster years of their life." A major component of the Government's sexual health strategy was to tackle ignorance, The Minister reported. "Seventy five per cent of young people visit relevant services after their first sexual experience, which is often too late. Half of young people who get the pill do not know how to take it and findings show that some thought this could protect them for sexually transmitted infections."

The Minister said she believed that magazines play an essential role in offering trusted information and advice to people uninformed of both the emotional and physical implications of sexual relationships. Citing 'communication' as an area pivotal to the Government's strategy, The Minister added that magazines can do a lot to encourage young people to talk to their parents.

The Minister spoke of the Government's dismay at the high rate of teenage pregnancies in the UK and described the Government's 1999 strategy which seeks to reduce teenage pregnancies by 50 per cent over a 10-year period.

The second speaker was Professor Michael Adler of the Royal Free and University College Medical School. Professor Adler reported dramatic increases in cases of sexually transmitted infections between 1996 and 2002. He displayed research showing that half of all teenagers have had sex by the time they are 17, that the average age for first intercourse had dropped and the number of lifetime sexual partners had risen.

Joining the panel of sexual health experts was Julie Douglas, marketing manager of Marie Stopes International. Douglas reported that polarised messages about sex in popular culture were confusing to young people, with highly sexualised imagery alongside conversely condemning reports on sexual behaviour. In light of this, Douglas argued that magazines were an important source of accurate and honest sex education.

Dr Belinda Brooks-Gordon of Birkbeck College rounded up the forum by addressing the audience on some of the implications of the Sexual Offences Bill.

## **ANNEX 1**

### **Contact**

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## ANNEX 2

### Youth TGI<sup>5</sup> Figures 2003

Title	Average age	% of readership under 15
<i>Mizz</i>	11	90
<i>Bliss</i>	14	55
<i>Sugar</i>	14	58
<i>J-17</i>	15	52
<i>CosmoGIRL!</i>	15	72
<i>Shout</i>	12	79
<i>TV Hits</i>	13	70
<i>Sneak</i>	13	70
<i>ElleGIRL!</i>	n/a	n/a
<i>Dare</i>	n/a	n/a
<i>Smash Hits</i>	n/a	n/a
<i>Its Hot!</i>	11	85
<i>Top of the Pops</i>	12	79

Sources: - Youth TGI (Autumn 2003)

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#### Youth TGI (7-19s)

Youth TGI is a survey of 7-19 year olds with data released twice a year (Spring and Autumn). In total, about 6,000 interviews are conducted in March-May and October-December each year (sample size for the latest 2003 Youth TGI release is 5,859).

Survey samples are split equally across three age bands, 7-10, 11-14 and 15-19. Elements of the survey are unique to each age group allowing clients to conduct detailed analysis of the youth market in terms of products, brands and media consumption.

## ANNEX 3

### TMAP Guidelines

#### Guidelines For Coverage of Sexual Subject Matter in Teenage Magazines

##### INTRODUCTION

- 1.1 The Guidelines are the outcome of discussions between publishers of teenage magazines (represented through the Periodical Publishers Association [PPA]), retailers of teenage magazines (represented by, among others, the British Retail Consortium [BRC], National Federation of Retail Newsagents [NFRN], the Multiple Newsagents Association [MNA]) and magazine editors (represented by the British Society of Magazine Editors [BSME]).
- 1.2 The Guidelines cover the editorial content of teenage magazines. The final arbiter of the meaning and interpretation of the Guidelines is the Teenage Magazine Arbitration Panel (TMAP), to whom any complaints relating to alleged infractions of the Guidelines should be addressed.
- 1.3 There is a separate code of practice relating to advertisements, which is produced by the Advertising Standards Authority (ASA), which is the final arbiter in the meaning of the code of practice. The ASA deals with complaints about advertisement content.

##### SCOPE

- 2.1 The Guidelines apply to magazines published more than once a year when it is apparent that young women aged under 15<sup>6</sup> comprise 25 per cent or more of the total readership.
- 2.2 A list of such titles will be drawn up on the basis of the latest available figures over a 12 month period, using the reports of the Youth Target Group Index survey (Youth TGI) or other figures or bases accepted by TMAP.

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<sup>6</sup> At the time of going to press Clause 2.1 of the TMAP Guidelines is in the process of being amended. It is proposed that Clause 2.1 should read 'The Guidelines apply to magazines published more than once a year when it is apparent that young women aged under 16 [currently 'under 15'] comprise 25% or more of the total readership.' This is to ensure that magazines with readers aged 15 fall within the remit of TMAP and is viewed by the TMAP Panel as a tightening of the Guidelines.

## GENERAL PRINCIPLES AND PROCEDURES

- 3.1 Readers will always be encouraged to take a responsible attitude to sex and contraception, and where relevant to seek advice from General Practitioners and other professionals.
- 3.2 If sex is being discussed, then safer sex will be highlighted and encouraged wherever relevant.
- 3.3 Where under-age sex or sexual abuse is discussed it will be clearly stated as illegal. Under-age sex will be discouraged and the age of consent clearly stated.
- 3.4 Editorial advice will be given in good faith, with relevant professional organisations contacted for guidelines and named within the editorial if appropriate.
- 3.5 Readers will be encouraged to seek support from parents, guardians or other responsible adults wherever relevant. The emotional consequences of sexual activity will be highlighted where relevant.
- 3.6 The editorial content of the magazines will reflect the typical concerns of the magazine's readership, with advice given to provide readers with relevant and responsible answers to their concerns.
- 3.7 It is recognised that magazines have an important role to play in the field of sex education for, and emotional development of, teenagers.

## IMPLEMENTATION AND ASSESSMENT

- 4.1 Publishers of teenage magazines containing subject matter on sexual issues are responsible for ensuring that editorial policies for their magazines fall within the Guidelines.
- 4.2 Editorial policies with regard to the publication of subject matter on sexual issues will be formally recorded by the publishers. All editorial staff employed to work on such subject matter will be instructed on the magazine's editorial policy and informed of any changes to that policy if relevant.
- 4.3 Editorial instruction will incorporate clear examples of appropriate and inappropriate editorial treatment of subject matter on sexual issues.

- 4.4 Each magazine will appoint an independent consultant of good standing to advise the editor on an ongoing basis with regard to sexual, emotional and moral issues.
- 4.5 An annual audit will be conducted by the Teenage Magazines Arbitration Panel to ensure published material (those titles listed as a result of 2.2 plus any other titles apparently aimed at the defined readership) falls within the Guidelines.
- 4.6 All teenage magazines containing problem pages will ensure that published letters are based on genuine letters received by those magazines.
- 4.7 All published responses to letters on problem pages will be provided by relevant, professionally qualified advisors. Relevant qualifications will be approved by the Teenage Magazines Arbitration Panel.

#### RETAIL DISPLAY

- 5.1 Publishers will advise distributors and retailers of the appropriate display category of their magazines.
- 5.2 Distributors and retailers should ensure that displays of magazines reflect the perceived age of purchasers, as communicated by publishers.

## ANNEX 4

### HOW TO MAKE A COMPLAINT ABOUT THE COVERAGE OF SEX RELATED ISSUES IN TEENAGE MAGAZINES

Teenage magazines play a valuable role in educating teenagers about life. In particular they are used as a source of information about sexual and other emotional issues. To ensure that teenage magazines continue to take great care in providing accurate and informative advice on sexual matters, the industry including publishers, retailers and editors, have produced a set of Guidelines on how sex related material should be treated.

The Guidelines cover magazines where young women aged under 15 years make up 25 per cent or more of the total magazine readership.

If you are unhappy with an article in a teenage magazine, you can make a complaint in the following way:

- You should firstly write to the editor of the magazine as it is important for them to know about your concerns.
- If you are not completely satisfied with the response from the editor, you can write to the Teenage Magazine Arbitration Panel (TMAP). This panel is made up of experts from the field of law, public health and child health care and development and also the magazine publishers themselves. It is administered by the Periodical Publishers Association (PPA), the industry organization for magazines in the UK.
- All complaints will be carefully considered. If a complaint is clearly not in breach of the Guidelines your letter will be responded to immediately. All other complaints will be considered at TMAP meetings, held quarterly. They will write to let you know when the next meeting is to be held and that they will respond to your complaint at this time.
- If the magazine is considered to be in breach of the Guidelines, TMAP will write to the editor of the relevant magazine to inform them of the breach. A copy of this letter will be sent to you.
- If the magazine is considered to be in breach of the Guidelines, it will be highlighted in TMAP's annual report which will be made available to the Home Office, the publishing industry and other interested parties. You will also be able to obtain a copy.
- There is a separate code for advertising which is supervised and administered by the Advertising Standards Authority (ASA). The ASA will make the final decisions on any complaints about advertising within teenage magazines.

Examples of teenage magazines regulated by the Guidelines include: *Bliss* (Emap Elan), *Just Seventeen* (EMAP Elan) and *Mizz* (IPC Media)

To contact TMAP or obtain a copy of the Guidelines or Annual Report please write to:

**Clare Hoban**  
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*TMAP is a self-regulating body whose remit is to ensure that the Guidelines are adhered to. Breaches are highlighted in a formal way ensuring that mistakes are unlikely to happen again.*