



The One Show - [bbc.co.uk/theoneshow](http://bbc.co.uk/theoneshow)

Mr Douglas McAdam  
Chief Executive  
Scottish Land and Estates

25<sup>th</sup> February 2013

Dear Douglas.

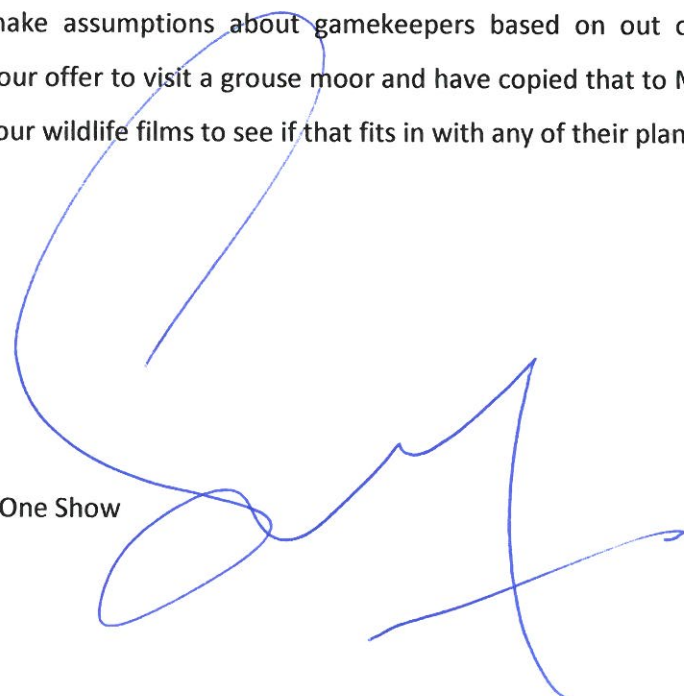
Many thanks for your letter of January 23. It was useful to me as I wasn't aware of the Paws initiative and the landowning community's participation in it. Our films are made for us either by independent production companies or BBC production offices outside of England. It may be that their relationships with the RSPB and other wildlife welfare groups have traditionally been stronger than any with landowners or gamekeepers organisations.

This may have led to us accentuating the negative somewhat and it is a shame that Stuart Benn didn't have time to include the sentiments he mentioned in his blog although there would have been no question of his balancing point being deliberately timed out.

I have sent an email to all One Show staff here in London copied to our suppliers asking them to ensure they don't make assumptions about gamekeepers based on out of date or inaccurate assumptions. I note your offer to visit a grouse moor and have copied that to Michael Armit and Seb Illis who commission our wildlife films to see if that fits in with any of their plans for the next year.

Yours Sincerely,

Sandy Smith  
Executive Editor, The One Show

A large, stylized handwritten signature in blue ink, likely belonging to Sandy Smith, is written over the signature block and extends across the lower right portion of the page.

28 FEB 2013