

IN THE MATTER OF:

AN INQUIRY UNDER THE INQUIRIES ACT 2005

INTO THE CULTURE, PRACTICES AND ETHICS OF THE PRESS

CHAired BY THE RT HON LORD JUSTICE LEVESON

THIRD WITNESS STATEMENT OF LLOYD WILLIAM EMBLEY

I, **LLOYD WILLIAM EMBLEY**, of the Daily Mirror and the Sunday Mirror, MGN Limited, One Canada Square, Canary Wharf, London E14 5AP **WILL SAY** as follows:

1. I have given two witness statements to the Inquiry to date, of 14 October 2011 and 11 January 2012, and I gave oral evidence to the Inquiry on 16 January 2012. This is my third witness statement, in response to the Inquiry's notice to me under section 21 of the Inquiries Act 2005 dated 3 July 2012.
2. Where the contents of this statement are within my own knowledge they are true and where they are not within my own knowledge I indicate the source of my belief and believe them to be true.
3. I am not authorised to waive any privilege on behalf of Trinity Mirror plc (including MGN Limited) and nothing in this witness statement is intended to constitute a waiver of privilege.
4. I address the questions in the Notice below in the order they appear in the Notice.

QUESTION 1

Who you are and your current job title

5. This is covered in my first witness statement, in particular paragraphs 9 to 13. I was appointed to the position of editor of the Daily Mirror and the Sunday Mirror on 30 May 2012 and this is my current role.

Lord Black has submitted to the Inquiry a proposal for "a New and Effective System of Self-Regulation". In his submission Lord Black states:

"Responses to the industry consultation from within an extremely diverse set of businesses have inevitably been varied. Parts of the industry – particularly the regional and periodical press – have been understandably anxious about such substantial change, especially when the current system works well for them (as the Inquiry has heard) and above all for their readers. They have rightly been worried about the potential increase in costs and bureaucracy of a new system. But at the other end of the spectrum, some national publishers have argued for even tougher controls. At the end of the day, therefore, this proposal seeks so far as is possible to balance these views. But there is no doubt to me that the vast majority of the industry sees them as credible, likely to prove effective and that they will take part. Northern and Shell has indicated that it is willing to participate, subject to detailed contract terms."

6. To prepare this witness statement, I have familiarised myself with the proposal in Lord Black's statement, which I note is a proposal by the Press Standards Board of Finance (**PressBof**).

QUESTION 2

To what extent were you personally involved in drawing up this proposal for a new system of self-regulation based on contractual obligations, as now set out by Lord Black?

7. I was not personally involved in the drawing up of PressBof's proposal, although I was aware of it. I also recall attending an information meeting with Lord Hunt, when he came to Trinity Mirror's offices on 8 November 2011 – this involved a general discussion on a number of subjects including regulatory options and newsroom culture.

QUESTION 3

How far would you personally, in your capacity as editor, expect to be involved in the final decision as to whether your publication signed up to the contractual obligations envisaged by this system? Please explain in full how that decision would be taken

8. I would not expect to be involved in the "final decision" as this decision would be a corporate decision made at a corporate level. I would anticipate that I would be involved in a discussion on the "final decision", but the decision would then probably go to the board or the executive committee, neither of which I am involved with.

QUESTION 4

In so far as you are able to do so, please indicate whether your publication is at present fully ready and committed to enter into these contractual obligations. If it is not at present fully ready and committed, please explain why, and detail any changes that would need to be made to the proposal, any further development to proposal required, or any preparatory steps that would need to be taken at your publication, in order to put it in the position of being fully ready and committed to enter into these obligations. If there are no circumstances in which it would be prepared to enter into obligations of this nature, please explain why not

9. I believe that the company is broadly in favour of the PressBof proposals. In principle my publications are fully ready and committed to enter into the contractual obligations, although some adaptations may be needed, for example if a compliance officer is needed and annual certification obligations are introduced.

QUESTION 5

What specific differences would membership of a system of the kind set out by Lord Black, underpinned by contractual obligations, make to the culture, practices and ethics of your publication?

10. I would anticipate generally that there would be a continuation of the changes to the culture, practices and ethics that have been occurring at newspapers over the past five to six years. In my experience, changes to the culture aspects have been a good thing. I think that there has also been a positive change in the way the newsroom is operated and the way the newsroom operates with journalists, which should also re-enforce the culture, practice and ethics.

QUESTION 6

Is there any other comment you wish to make on the proposal put forward by Lord Black, or on the proposals put forward by others, that are now published on the Inquiry website at <http://www.levesoninquiry.org.uk/about/module-4-submissions-on-the-future-regime-for-the-press/>?

11. At this stage, I have no other comments.

Signed

Lloyd William Embley

Dated: July 2012