

Tue, 30 Apr 2013

Dear Editor,

### **Principals of Editorial Independence**

Was distressed to read your above article in the Kyiv Post of 26 April.

I fear anything I say may be too late, but I have never been clear whether my submissions over the years have even been read, much less published. Even in pre-email days, quality publications as a routine courtesy acknowledged receipt of letters without committing to printing.

For instance, did you follow up any of my suggestions below ? or do you monitor your competitors, like 'What's On' or 'Ukrainian Weekly'? If you go out of business, many of us will find in the latter a worthy replacement. As for the former, it illustrates what you say about the commercial appeal of sex and scandal, but their events advice does rival yours. For instance, from them I learnt about the regular classical music concerts in the House of Artists. OK, for last Sunday they gave the time as 1900, when in the event the programme began at 1800, so they're not perfect. But, as at the Conservatoire, the house was not remotely full. What a loss to the community and especially to the earnest young performers!

One more moan before you counter that my ideas are more idealistic than money-making. I refer to the occasion some time in the past 10 years when I placed an advert in your pages. It took me a day, first to find your office somewhere at the end of the line, and then, once I got to the right office, to not even be offered a seat! Nothing in your staff's attitude reflected the healthy customer-oriented polemics regularly promoted on your pages. Once on the way home, I received a call from my UK bank querying the 'peculiar nature' of my credit card payment to you.

Hope this helps you in your next job!

Best

Mike Bedwell