

Questions from the DCMS Committee
to Julian Bellamy, Managing Director, ITV Studios, 18 October 2019

For written reply

To assist us in continuing to build a picture of how the Kyle Show was presented and directed, we request answers to the following questions:

Questions for written reply: Jeremy Kyle and treatment of contributors

In the [standard letter](#) sent by ITV Studios, guests are told to avoid, amongst other things, the following while on stage: **physical aggression and swearing, “even if you are provoked”**.

1. Your standard letter bans guests from aggression and swearing. In rushes viewed by the Committee, Jeremy Kyle uses demeaning and insulting language to a contributor, and in relation to their partner. Did Jeremy Kyle face any consequences for the language he used while filming?
 - a. Why is it one rule for the presenter, and one for contributors?
 - b. Do you accept that this level of provocation, towards often vulnerable contributors with no TV experience, is highly unethical?

2. In the rushes we have seen, **Jeremy Kyle instructs audience members on how to ‘boo’ and to shout ‘off-off-off’ to a particular contributor, at one point overruling the director because the autocue was moved too early.**
 - a. How do you defend evidence of the presenter instructing audiences on how to ‘boo’ a specific contributor?
 - b. Were audience members often told to respond in a certain manner or did they have a choice?
 - c. Do you accept that Jeremy Kyle at times demeaned and humiliated contributors, setting a power dynamic via his body language by standing over them, and using mockery and insulting language?

In your [standard letter](#) to contributors, you state that Jeremy Kyle “always takes people/stories as he finds them and only gives advice he believes in based on what he sees and hears from guests on the day.” Yet in the rushes we have seen, there is an interaction between Jeremy Kyle and the crew in which the presenter states “I’m right aren’t I?” and to which a member of the crew responds, “You’re always right”. This implies that the crew, floor managers and directors do not attempt to question Jeremy Kyle’s behaviours. At another point, Jeremy Kyle refers to “my staff” and “my show.”

3. Do you accept that Jeremy Kyle's role extended beyond listening to guests and offering advice, to directing cameras?
 - a. In what other ways was Jeremy Kyle involved in the production and directing of The Jeremy Kyle Show?

4. In the rushes we viewed, Jeremy Kyle is seen criticising a contributor as she answers a question relating to her sexual partners. This serves to humiliate and denigrate a woman on the basis of her sexual behaviour. Does ITV Studios condone this approach exhibited by Jeremy Kyle?

5. Do you agree with a proposal that we have received suggesting that a mechanism be created for production staff to raise concerns about behaviour?¹

We request responses to these points by Friday 25th October. Please be advised that we intend to publish the questions we have sent you, and would expect to publish your responses in due course as additional evidence to the inquiry.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Damian Collins', written in a cursive style.

DAMIAN COLLINS, CHAIR, DCMS COMMITTEE

¹ RTV 024 Social Inequalities Research Centre Lancaster University.docx