
From: Mark R Davies [GRO]
Sent: Thur 12/03/2015 9:56:56 AM (UTC)
To: Melanie Corfield [GRO]; Jane Hill [GRO]; Ruth X Barker [GRO]
Subject: FW: Sparrow media and Parliament

Best wishes,

Mark



Mark Davies

Communications and Corporate Affairs Director

1st Floor, Banner Street Wing

148 Old Street

London EC1V 9HQ

GRO

From: Kevin Gilliland
Sent: 12 March 2015 07:56
To: Mark R Davies
Subject: Re: Sparrow media and Parliament

Thanks mark,

And well done on how you've contained this so far. Brilliant work.

K

Kevin Gilliland
Network & Sales Director

Postline [GRO]

GRO

GRO

On 12 Mar 2015, at 07:54, Mark R Davies [GRO] wrote:

Hi Kevin

It was just the note below;

We wanted to update you on media coverage around Sparrow.

As you know, we published our report on Tuesday. There was a very

limited media reaction.

Yesterday, James Arbuthnot MP raised the issue in Prime Minister's Questions. He accused us of sacking Second Sight and destroying evidence. David Cameron was well briefed and responded in a helpful way.

This prompted some media activity but I am glad to say it was confined to BBC Radio Five Live and even then outside prime time. There was no TV coverage or focus on any of the flagship outlets and nothing in the newspapers this morning.

We engaged robustly at senior levels in the BBC to support our strategy of minimising media attention and, therefore, potential brand damage.

This will return when Second Sight's report is leaked, as it surely will be, and if the Select Committee reports. We are engaging with Select Committee members to impress upon them that this is more complex than some would suggest.

We will keep you updated.

Mark and Jane

Mark Davies

Communications and Corporate Affairs Director

Mobile: GRO

Sent from my iPhone

On 12 Mar 2015, at 07:34, "Kevin Gilliland" <GRO> wrote:

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Mark and Jane