

From: Sophie Bialaszewski[IMCEAEX-
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_CN=RECIPIENTS_CN=SOPHIE+20BIALAS2CEDC720-E52F-453B-B67E-
81536EC8DF7E049@C72A47.ingest.local]
Sent: Thur 30/01/2014 1:13:41 PM (UTC)
To: Mark R Davies [GRO]; Nina Arnott [GRO]; Jane Hill [GRO]; Richard R Weaver [GRO]; Syeda Hasnain [GRO]; Simon E Burton [GRO]; Mike Granville [GRO]
Cc: Alana Renner [GRO]
Subject: RE: Scheme Media Planning
Attachment: Media Scenario Planning 29.01.2014 V5.ppt

Thank you all for your help and comments, attached is a revised version.

I will also pull together a one pager summary of media which will include high profile cases (MP, Applicant Comments) – I'll send this round for review tomorrow.

Thanks
Sophie

Sophie Bialaszewski | Public Affairs Manager

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From: Mark R Davies
Sent: 30 January 2014 11:49
To: Sophie Bialaszewski; Nina Arnott; Jane Hill; Richard R Weaver; Syeda Hasnain; Simon E Burton; Mike Granville
Cc: Alana Renner
Subject: RE: Scheme Media Planning

All

I think this is a superb piece of work – thorough and well thought through.

I've got a couple of points to add on top of Mike's:

- An over-arching point which I will bring out at the meeting next week is that we need to maintain perspective here: there has been very little media coverage of this and even when it featured on BBC news this was a one day wonder. This is not complacency it is more about recognising the scale of the issue in the media environment. A summary page on this may help?
- I think another scenario is that Matt Prodger or one of the other interested journalists contacts us proactively to start to stir it up: at some point Prodger or one of the others will realise they haven't written about it for a while and contact JFSA etc... Alternatively a high profile event might prompt him/others to stoke this up again

- A related scenario is where a development in ITC or elsewhere in the business raises Horizon/Sparrow as an issue – a tender or procurement, or interview with Lesley (currently being managed by Nina). It's why we have to be very firm around external engagement which could have an impact on the Sparrow/mediation process
- Small point I think we mean 'citing' rather than 'sighting'
- Another scenario could be questions in Parliament leading to media coverage: this is probably picked up in the existing scenarios but it might be worth making explicit
- On the high profile cases, it would be good to categorise what we mean by high profile – where has most coverage appeared in relation to each? Are they regionally high profile or nationally etc...? Do we know of close contacts between MP and journalist etc...

M

From: Sophie Bialaszewski
Sent: 29 January 2014 12:00
To: Mark R Davies; Nina Arnott; Jane Hill; Richard R Weaver; Syeda Hasnain; Simon E Burton; Mike Granville
Subject: Scheme Media Planning

Hi,

Please find attached an outline of the media and what we need to develop in terms of materials etc that we discussed at a meeting last week. This has been developed to take to a sparrow programme board next week which Mark will be talking at.

I would be grateful if you could have a look today and get comments back to me by 12 tomorrow.

Thanks so much

Sophie

Sophie Bialaszewski | Public Affairs Manager



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