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**From:** Callard Richard (ShEx)/[O=BIS PRODUCTION/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=EF0FA57983304064B518D3B87774A899-RCALLARD]  
**Sent:** Fri 13/03/2015 3:09:24 PM (UTC)  
**To:** Thompson Laura (Shareholder Executive) [GRO]  
**Subject:** FW: Sparrow media and Parliament

Let's just say that we are the unsung heroes!

-----Original Message-----

From: Alice Perkins [GRO]  
Sent: 13 March 2015 14:52  
To: Alwen Lyons; Neil McCausland; virginia. holmes. t21; timfranklin1; Alasdair Marnoch; Callard Richard (ShEx)  
Cc: Paula Vennells; Alisdair Cameron; Mark R Davies; Jane MacLeod  
Subject: RE: Sparrow media and Parliament

Mark and Jane,

I just wanted to say that you have done a brilliant job in the preparation for our announcement and subsequently. Of course, there may well be more trouble and coverage ahead but I think that your success in keeping this out of the media especially following PMQs, is very impressive.

I hope you and the teams involved get a decent weekend - you all deserve it.

All the best

Alice

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From: Alwen Lyons [GRO]  
Sent: 12 March 2015 07:33  
To: Alice Perkins; Neil McCausland; virginia. holmes. t21; timfranklin1; Alasdair Marnoch; Callard Richard (ShEx)  
Cc: Paula Vennells; Alisdair Cameron; Alwen Lyons; Mark R Davies; Jane MacLeod  
Subject: Sparrow media and Parliament

Please find below an update from Mark and Jane

Thanks

Alwen

Dear All

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

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