

Message

From: Ken McCall [GRO]
on behalf of Ken McCall [GRO]
Sent: 14/03/2019 07:16:43
To: Carla Stent [GRO]
CC: Mark R Davies [GRO]; Tim Parker [GRO]; Tom Cooper [GRO];
[GRO]; Tim Franklin [GRO]; Shirine Khoury-Haq [Shirine.Khoury-
[GRO]; Alisdair Cameron [GRO]; Jane MacLeod [GRO]
Subject: Re: DRAFT MEDIA STATEMENT: STRICTLY CONFIDENTIAL AND SUBJECT TO LEGAL PRIVILEGE

Mark

In line with Carla's comments I would take out paras 2 (single sentence) and paras 3 and 4
I also strongly believe the statement should come from either Tim or Paula

I understand the tone but I believe any statement should be as brief and concise as possible

Best regards

Ken

Sent from my iPad

On 13 Mar 2019, at 23:41, Carla Stent [GRO] wrote:

Mark

Thanks for this

My comments are that we currently have a sentence that reads (and appears unfinished)

"We will not simply put a defence, we will face up to the criticisms and take action,

But we then do go on later to suggest that we might appeal and in setting out how things are better now, we could be seen as being defensive. So I would suggest dropping the first part of this sentence.

You also refer to the fact that most of this happened before we became a commercial enterprise - I am not sure that this is relevant to the rest of the statement or additive

I think there are a few typos eg square bracket after Al's name and the sentence below should have commas before on and after depends

"Most importantly, we will work even harder with the Postmasters, on whom our business depends, to ensure that we continue to ..."

I understand why we have the comments coming from Al but I wonder if it looks a bit odd (to the outside world) that something so significant is not coming from the CEO or the Chairman? I wonder if either a statement from Tim to add to Al's would help OR have the comments coming from Jane or Debbie

Carla

On 13 Mar 2019, at 18:34, Mark R Davies [GRO] wrote:

Dear all

I attach the proposed and draft media statement which will form the basis of our communications in response to the judgment in the first GLO trial. This core narrative will form the basis of a comprehensive external and internal communications and stakeholder strategy being prepared for the release of the judgment.

I look forward to your thoughts and comments.

Best wishes

Mark

Sent from Mail for Windows 10

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