

# **Nuclear Decommissioning Authority**

## **Media Programme**

**Prepared by Bell Pottinger**

24<sup>th</sup> August 2005

## **Background**

This media programme has been prepared following the successful announcement of the NDA's strategy consultation in August.

The purpose of the programme is twofold:

1. To develop positive professional relationships between NDA senior management and key media outlets:
2. To explain the NDA – its objectives, approach and values – and build a sense of independence, trust, credibility and openness. The focus should not be on the consultation or any particular issue. This is about explaining the NDA's DNA.

## **Terms of reference for the meeting and questions**

The purpose of the meeting is to brief journalists on the NDA, to make sure they understand the nature of the organisation and what it is trying to achieve. It should therefore be off the record unless otherwise indicated.

Clearly and predictably, journalists will focus on areas of high controversy. It is essential that the NDA does not go beyond what it has publicly said in answering them and defers comment to the publication of the results of the consultation.

## **Talking points**

These are the points about NDA that we suggest should be covered during the meetings. We suggest a short presentation, preferably paper-based, to set the scene, copies of which should be left behind.

- Context
- Key facts – size, history, budget
- Mission
- Values
- Our approach to winning trust and respect
- Our short, medium and long term priorities

## **NDA personnel**

The contact programme would be led by Sir Anthony and supported by Jon Phillips. Once other members of the senior team have been media trained then they will be woven into the programme.

## **Media targets**

Our approach will be newspaper, broadcaster or wire service-specific rather than journalist-specific. We will aim high (i.e. editor) and seek to attract a group of relevant and interested journalists to a briefing session at either the NDA's offices in London or at the media outlet's offices. The willingness to do the latter will help foster an impression of openness and willingness to engage with the media. We cannot guarantee an editor's attendance but by going in at the top, we will maximise the chances of getting other relevant and senior journalists to attend.

## **Frequency**

This will depend on Sir Anthony's diary and that of the journalists'. However, we should aim for a briefing at least on a monthly basis. We have listed below our targets and for convenience grouped them in to two periods. September to December 2005 and January to August 2006. We have not allocated dates for obvious reasons and the number of media targeted per period is ambitious. Much will depend on diaries.

## **Outline Media programme:**

### ***September – December 2005***

*(Names in brackets are sector followers and/ or journalists who have written and who we would like to attend)*

- Financial Times (Tom Catan, Rebecca Bream)
- BBC (environment producer Kevin Bishop)
- The Times (Angela Jameson, Carl Mortished)
- Guardian (Paul Brown, Mark Milner)
- The Observer (Oliver Morgan)
- Nucleonics Week/Nuclear Engineering International (Pearl Marshall/Steve Tarlton)

### ***January to August 2006***

- Daily Telegraph (Nic Fleming, Chris Hope, Charles Clover)
- Sunday Times (Jonathon Leake, Dominic O'Connell)
- Sunday Telegraph (David Harrison, Sylvia Pfeiffer)
- The Economist Vijay Vaitheeswaran)
- Channel 4 News (Julian Rush)
- Independent (Steve O'Connor, Mike Harrison, Saeed Shah, Geoffrey Lean)
- Press Association (Alan Jones, John Deane, Rachel Williams)
- Sky News (Nick Pollard)
- Reuters (Jeff Mason)
- Utility Week (Roger Milne)
- Platts (Dominic MacLaine)
- Daily Mail (Julie Wheldon)

*Others to be slotted in/considered:*

- Sunday Business (Richard Orange)
- International media eg the Wall St Journal
- The Express (John Ingham)
- ITN
- Five News
- Green publications

Ends