

Young, Christine

From: Shannon, Colm
Sent: 14 May 2004 17:20
To: Gowdy, Clive
Cc: Carson, Ian; Mulhern, Kevin
Subject: Lucy Crawford- Request By Denzil McDaniel

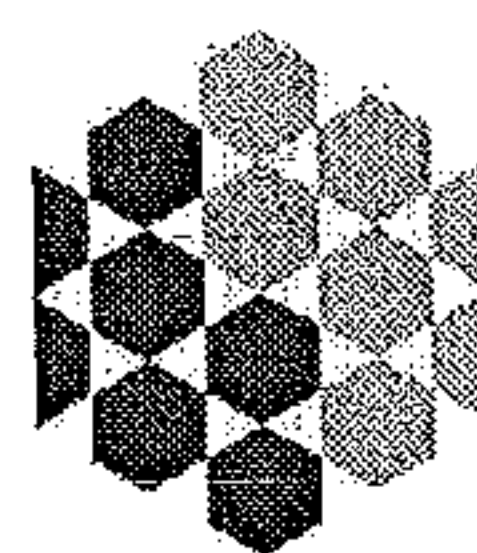


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DHSSPS-C Gowdy

001-042-144

MEMO



Department of
**Health, Social Services
and Public Safety**

An Roinn

**Sláinte, Seirbhísí Sóisialta
agus Sábháilteachta Poiblí**

www.dhsspsni.gov.uk

From: Colm Shannon

Date: 14th May 2004

To: Clive Gowdy

cc: Dr Ian Carson
Kevin Mulhern

FURTHER INTERVIEW REQUEST BY DENZIL MCDANIEL

Secretary

1. I was speaking to Stephen Grimason on Friday and took the opportunity to discuss the further e-mail from Denzil seeking an interview with the Minister.
2. While Stephen is aware of the sensitivities and shares our annoyance at the treatment of the CMO by UTV, he believes that it would not be in our interest to create a problem with Denzil McDaniel. Denzil is highly respected in the media and is seen by them as a key influencer and opinion former in the South West. There is also the danger that he could sell the story to the Belfast media, which would broaden the story beyond UTV.
3. The tone of his most recent email I believe is borne out of frustration and I would be happy to talk to him to explain that we are not trying to be obstructive and that we would be prepared to work with him.
4. Taking Stephen's comments on board and reflecting on the need to bring a conclusion to the story I think we should offer Denzil a 15minute telephone interview with the Minister. If we don't, we are likely to face extremely negative coverage in the South West, which could be picked up by the Belfast media. If this were to happen we be in a defensive position and would probably have to put the Minister forward.
5. Given the communication issues that we will face in the south west with the new hospital, it would be important to have a good working relationship with Denzil and this would be another strong reason for 'building bridges' with him.
6. I would still hold out against offering UTV an interview given their treatment of CMO. If we grant an interview to the Impartial Reporter, UTV won't be able to claim that the Minister is running away from the issue.

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7. Given the Impartial Reporter's deadline, if you agree that we should offer Denzil a short interview I would need to speak with him early on Monday. If he knew he was getting an interview he would hold off.
8. Happy to discuss.

Colm

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