

CARSON PUBIC AFFAIRS AND MEDIA

Personal: Address: [REDACTED]

Tel: [REDACTED] **Fax:** [REDACTED] **Mob:** [REDACTED]

Email: [REDACTED]

Full campaign /strategy planning, costing, implementation and evaluation; communication/public affairs reviews; services include; Media: Media relations contact, locally, national and specialist. Press release drafting/ issue, press conference organisation and media briefing. Media interview preparation, commissioning of photography.

Lobbying: Political awareness, party knowledge, briefing drafts, key contact liaison, stakeholder networking, unrivalled political experience.

Print: Advice and assistance with all material, corporate ID, editorial assistance with documentation and design work, commissioning design input.

Advertising: Campaign planning, copy drafting, design, photography commissioning, outlet advice etc.

Event management: Date and venue selection and management, VIP suggestion/recruitment, guest suggestions, invitations design commissioning, issue of invites, reception, documentation, briefings, back drops commissioning, speech advice/editing, press notes.

Public affairs and media employment record

Sole consultant: Carson Public Affairs and Media:	Feb. 02 to present
Director of Corporate Affairs: Royal Hospitals Trust Belfast:	April 93 to Jan 02
Head Press & PR: Eastern Health & Social Services Board:	April 77 to Mar 93
Deputy Head of P&PR: EHSSB as above	Sep76 to Mar 77
Executive Officer: EHSSB as above	Oct74 to Aug 76
Faculty Administrator: Northern Ireland Polytechnic	April 70 to Sep 74
Consultant: John Moore Public Relations	April 69 to Mar 70

Recent consultant activity

The Royal Hospitals Belfast
The Emergency Planning Society (UK)
Causeway Health and Social Services Trust
The Upper Springfield Development Trust
The Northern Health and Social Care Trust
Kelly's Entertainment Complex Portrush
The Northern Ireland Commissioner for Children and Young People
The Leeson Eye Institute (Belfast and Dublin)
The Belfast Clinic

Public appointments

Vice-chair: Belfast Education and Library Board	April 06 to present
Vice- chair: Sport Northern Ireland	Oct 03 to Dec 07
Member: SNI as above	April 00 to Mar 03
Member Belfast Task Force on Unemployment	May 01 May 02

More 1/2

Voluntary appointments (Current))

Vice- chair Northern Ireland Government Affairs Group Oct 07 to present
 National Union of Journalists: NI Representative- Public Relations and
 Information Industrial Council April 06 to present

(Have Included)

Chairman: West Belfast Partnership Board Oct 03 to Oct 05
 Non exec director: Upper Springfield Development Trust Oct 99 to Sept 03
 Director: Belfast Healthy Cities Project April 00 to April 05
 Trustee: Northern Ireland HIV Centre Oct 01 to April 05
 Member: Business in the Community: April 93 to Mar 05

Career notables (have included)

Director in charge of all media and public affairs activities in relation to:
 Belfast hospitals' and ambulance service responses to all acts of violence
 during the "troubles", ranging from The La Mon Bombing, to Mc Gurks Bar,
 the Sean Graham shootings, the Shankill Bomb and the Omagh bombing,
 and other numerous acts of explosions, shootings and civil disturbances.

UK award winner for production of in- house magazines, annual reports,
 recruitment and fostering advertisements, radio sports programme (share).
 Founder member Association of Healthcare Communicators.
 Founder member Association of Hospitals Broadcasting Organisations.
 Commended for work achievements at leaving function (Royal Hospitals) by
 the President of Ireland and the Lord Mayor of Belfast.

Firsts: to

- introduce use of mobile telephones into NHS (UK) (second commercial
 person in NI to have mobile phone circa 1977)
- create one hour local radio programme on health matters
- introduce NHS (UK) magazine type annual reports
- produce tabloid newspaper style in-house magazines (UK)
- initiate home mailings of in-house NHS hospital group magazines to all staff
- use commercial advertising techniques for fostering advertisements
- use hospital vehicles and staff cars to carry campaign messages

Other interests/hobbies

Sports writing and broadcasting, award winning amateur photographer.

Track and field athletics: Former Great Britain and Northern Ireland and Irish
 international sprinter, nine times Northern Ireland sprint champion, former
 holder of 100, 200, and 400 records, plus share in 4x100 and 4x400 records,
 Commonwealth Games finalist.

Northern Ireland representative on the UK Nations and Regions Group set up
 to support the London 2012 Olympics bid.

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